JANUARY 1958

Traffic Safety

FORMERLY PUBLIC SAFETY

A NATIONAL SAFETY COUNCIL PUBLICATION

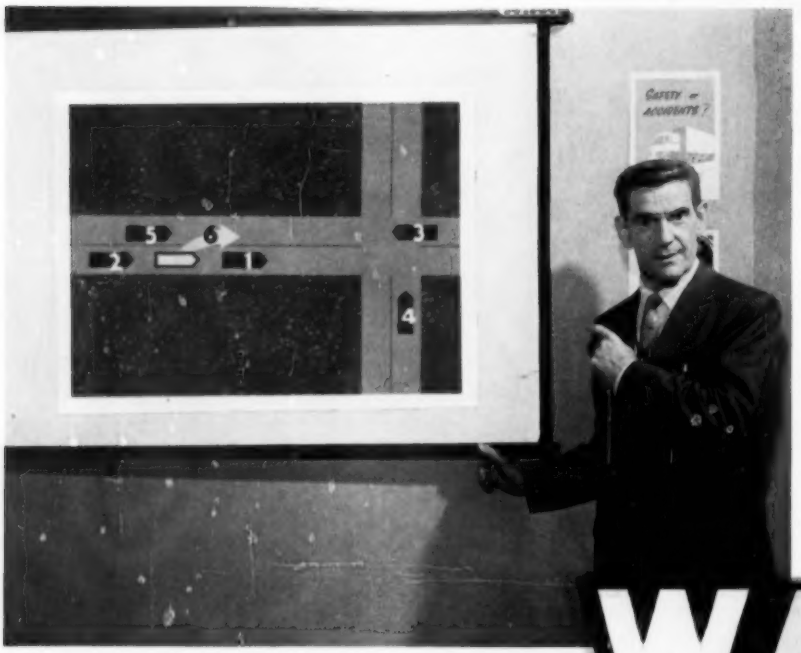
The Annual
FREAK SQUEAK
Roundup

HOW 6 CITIES HIT THE TRAFFIC SAFETY JACKPOT

Also in this issue:

Government Meets the Traffic Problem

New Driver Training Films



the Defensive Driving Series

WAVY

NEWEST ADDITION to the Council's library of driver training films is "The Defensive Driving Series", a series of six films covering the six basic traffic situations wherein your vehicle and another vehicle can collide. Each of the six positions and the defensive driving rules applying is covered in a separate film. The films are 16mm, black and white, with full movement and synchronized sound. Running time is 10 minutes each.

We feel that our members will be especially pleased with the series because it contains two built-in features that mean added film effectiveness and longer film life.

Since the content is organized around the six basic traffic situations, the series constitutes a comprehensive course in defensive driving for new drivers and also lends itself to selective use in the re-training of accident repeaters who often have difficulty with one particular type of accident.

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Here are six films that will fit into your training room as neatly as though they were produced by your own training staff. They are fast paced. The essential subject matter is presented quickly and in a logical and interesting manner and in language your drivers will understand and remember.

The films are priced at $360.00 per set less member discount of 10% resulting in the *low net price of $324.00 per set for members.* Quantity prices are available on request.

These films are a natural for your 1958 program. Use the coupon below in ordering.

NATIONAL SAFETY COUNCIL

425 North Michigan Avenue, Chicago 11, Illinois

Please send ____ sets of The Defensive Driving Series ($360.00 per set less 10% discount to members) to the undersigned. Check or money order enclosed ____, Deduct from Service Credit ____, Bill me ____

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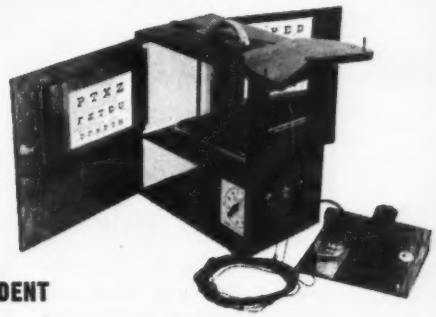
Keys to accident prevention!



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Tests for:

Visual Acuity
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Field of Vision
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Reaction Time (Simple & Complex)

IT'S PORTABLE ... standardized testing can be done anywhere quickly, accurately and at low cost!

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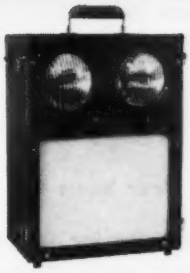

PAGES

audience participation and interest.
- Answers visible only to instructor — each instructor or "quiz-master" can conduct an expert safety meeting without "preparation."
- Also contains 100 illustrations and Car-toons along with Habit Attitude Section.

SEEING IS BELIEVING! MAGNO SAF-T BOARD

The Magnetic Traffic Board that:

- Realistically presents traffic situations for group presentation.
- Uses actual scale models of cars, trucks, signs, stanchions, etc.
- Proven, quick, practical way to teach drivers the PRINCIPLES of SAFETY.
- Also used in all types of accident investigations, review boards and as an aid in court trials to visually present evidence.

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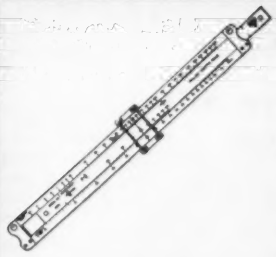
A scientific aid that makes it possible to determine the speeds of vehicles involved in accidents quickly and with precision. Complete with instruction manual and saddle leather case.

COMBINATION DETONATOR BLANKS

(not illustrated)

Includes both the explosive and the marking powder! Cleaner and easier than using separate blanks with filled gelatin capsules.



STOPPING DISTANCE METER

Plus Standard Highway Markings Chart

Handy, pocket sized ... contains
- Reaction, Braking and Total Stopping Distances in feet for individuals scoring.
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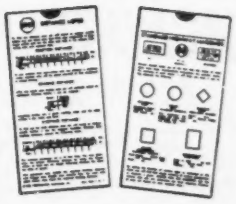

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- ☐ Auto-Drive Visual
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The second built-in feature involves the manner of treatment given the subject matter. Except for a few brief glimpses, you will see no vehicles, no professional drivers doing their stuff behind the wheel, no carefully-rigged accident scenes in which the hero reacts just in time to prevent an accident.

All you will see and hear is a driver trainer talking about traffic situations and demonstrating safety rules by use of simple training aids such as a blackboard, chart, drawings, and a table top. Even the vehicle models used are non-representational. This makes the series applicable to any type of motor vehicle driver in any branch of the motor transportation industry including school bus drivers and passenger car drivers and thus suitable for showing at high schools, driver training schools, or service clubs. It also means long life for your series because there are no illustrated vehicles to go out of date and imply that the message is dated also.

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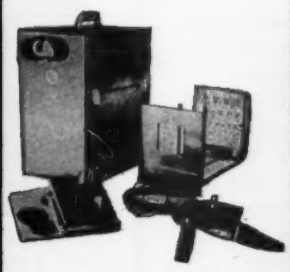

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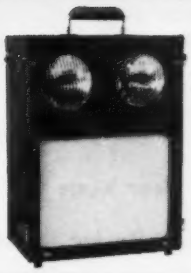
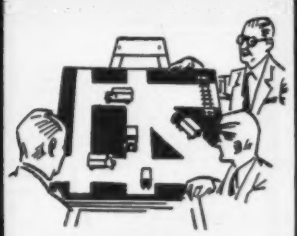


AUTO DRIVE VISUAL

The Traffic Quiz comes complete with carrying case.

- Contains 180 questions and answers based on the Universal Motor Vehicle Code.
- Jumbo Double Dial automatic question selector which sparks audience participation and interest.
- Answers visible only to instructor — each instructor or "quiz-master" can conduct an expert safety meeting without preparation.
- Also contains 100 illustrations and Cartoons along with Habit Attitude Section.



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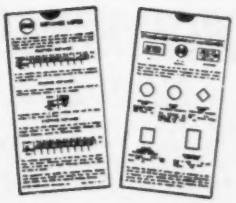

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- ☐ Stopping Distance Meter
- ☐ Combination Detonator Blanks

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Company_____

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Circle Item No. 3—Reader Service Card

How to safeguard your trucks

CASTEEL . . . . HIGH STRENGTH ALLOY STEEL

Safety WHEEL BLOCKS for Maximum Strength Minimum Weight

Model WB2H

This is our new improved design of Standard Block for chocking truck and trailer wheels. It is a compact one-piece casting, easy to handle or store.

It holds fast on any surface with an ample factor of safety for heaviest equipment.

The large flat base gives maximum support in soft footing, while the integrally cast gripper teeth at the rear edge assure holding power on ice, snow or pavement.

Your name can be cast-on.

Write for Bulletin No. C-57

CALUMET STEEL CASTINGS CORP.
1636 SUMMER STREET HAMMOND INDIANA

A supervisor on every truck would cut unscheduled stops!

TACHOGRAPHS supervise every mile from departure to destination

When you equip your trucks with Wagner-Sangamo TACHOGRAPHS, it's like having your fleet supervisor ride on every trip—without leaving his desk!

Tachograph charts give a graphic report of every run . . . help cut unscheduled stops, let you plan better routing, help control the speed of the vehicle, lower your operating costs by encouraging savings on gas—oil—tires.

Tachographs on your trucks will provide *constant* supervision at the only unsupervised point of your trucking operation—the moving truck with the driver at the wheel.

Bulletin SU-3 tells how TACHOGRAPHS can improve your truck fleet operation. Mail the coupon for your copy.

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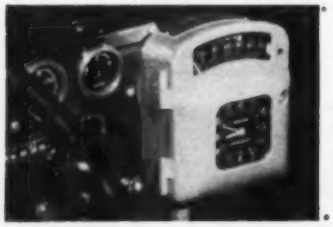

Wagner Electric Corporation
6467 PLYMOUTH AVE. • ST. LOUIS 14, MO.
Please send a copy of Bulletin SU-3

Name_____
Company_____
Address_____
City_____ State_____
We operate_____ Vehicles

Circle Item No. 4—Reader Service Card

MAIL BAG

Turn "LEFT OLNY" you say?

Dear Sir:

We were driving along a certain Midwest highway the other day when we came to a left turn lane with the remarkable legend shown in the photo "LEFT OLNY."

Perhaps we were traveling in a district with a peculiar idiom. After all, who are we to argue literacy with people who pronounce Colonel as "kernel," or to whom Cholmondeley is "chumley"?

Perhaps some of your readers can identify the locale. It should make interesting hunting.

Wolfram Bayliss,
Grosse Pointe Park, Mich.

Dear Sir:

We would like to reproduce page 41 of the November, 1957 issue of TRAFFIC SAFETY in our plant newspaper, the *Triangle,* if you have no objection. It's one of the most readable items on winter driving safety we've seen.

W. E. Kidder, Safety Manager
Behr-Manning Company
Troy, New York

Editor's Note: We told Mr. Kidder we would be delighted to have our winter driving feature reproduced in Behr-Manning's company publication.

Dear Sir:

In our issue of TRAFFIC SAFETY for November is an article entitled "The Teenage Rebel." It is so well stated and contains so much excellent information on a very serious problem that most of us in the insurance business have been trying to cope with for some time that we would like to get some reprints if they are available.

E. R. Barton
Casualty Manager,
Portland Branch
The American Insurance Group

Traffic Safety

FORMERLY PUBLIC SAFETY

A NATIONAL SAFETY COUNCIL PUBLICATION

Volume 52 Number 1 JANUARY 1958

TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

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BETWEEN STOPS

EVERY New Year, we revive our hopes and aspirations for a better life, a more dedicated performance along the lines of our deepest faith.

And, no matter how many times our hopes are dashed and our sorrows multiplied, the average man will look up again, hope still brightly burning, to better things.

We, too, look to a brighter tomorrow in traffic, when all who walk and drive will remember their obligations—each to the other. For no man is an island, no one ever lives alone, and none there who are sufficient to themselves.

We will yet reach that plateau when men will pick up that discarded doctrine that is buried in their very souls. And we will have harmony in our lives and the traffic will flow smoothly and safely.

It will come, if we will but try.

1957 TRAFFIC TOLL MAY MARK 1000 FEWER DEATHS THAN 1956

Death figures for first ten months plus continuing improvement is basis for Council's optimism.

THERE is a good reason to believe the nation can save at least 1,000 lives on the highway in 1957.

This would place the 1957 traffic death toll at or below 38,600.

The Council's optimism is based on traffic death figures for the first 10 months of this year and the continuing improvement in the traffic toll.

The 10-month figures show that about 800 lives were saved in that period—31,350 traffic deaths in 1957 against 32,167 in 1956. This was a drop of approximately 3 per cent.

Not only has the numerical toll come down in 1957, but the mileage death rate of 5.6 for the first eight months of the year (deaths per 100,000,000 vehicle miles) was the lowest for any comparable period in history. It compares with 6.0 for the same period in 1956.

Even more encouraging is the fact that of 46 states reporting for 10 months, 29 showed improved traffic records over last year. The decreases ran better than 20 per cent in Montana and Idaho and more than 10 per cent in nine other states.

Traffic deaths in October totaled 3,480—approximately the same as last October's toll, which was the lowest since 1949.

Of the 46 states reporting for October, 20 had decreases in deaths, two reported no change and 24 showed increases.

Reporting cities for October indicated a decrease of 6 per cent in deaths.

For 10 months the same cities had a decrease of 3 per cent in deaths, compared to a 3 per cent decrease for the nation as a whole.

Of the 617 reporting cities in October, 114 had decreases in deaths, 408 reported no change and 95 showed increases. For 10 months, 260 cities had decreases, 130 no change and 227 reported increases.

In October 455 of the reporting cities had perfect records. The three largest were Richmond, Va. (237,500); Jacksonville, Fla. (204,500), and Salt Lake City, Utah (182,100).

For 10 months 135 of the cities still had perfect records The three largest were Lynn, Mass. (99,000); Rock Island, Ill. (49,500), and Ann Arbor, Mich. (48,300).

To Page 30

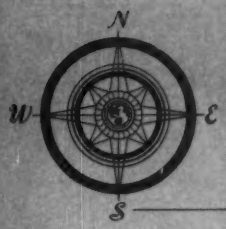
Leading at the End of Six Months

States

Montana	— 26%	Connecticut	— 7%	Louisville, Ky.	— 51%
Idaho	— 21%	Wisconsin	— 6%	Milwaukee, Wis.	— 43%
Kansas	— 18%	Mississippi	— 6%	Norfolk, Va.	— 43%
Georgia	— 16%	Alabama	— 5%	Richmond, Va.	— 39%
Florida	— 15%	New Hampshire	— 5%	Tampa, Fla.	— 37%
Maine	— 15%	Nebraska	— 4%	Fort Worth, Tex.	— 35%
Michigan	— 14%	Utah	— 3%	Boston, Mass.	— 34%
Colorado	— 14%	California	— 2%	Memphis, Tenn.	— 33%
Louisiana	— 12%	Illinois	— 2%	Seattle, Wash.	— 31%
North Dakota	— 12%	Texas	— 2%	Syracuse, N. Y.	— 25%
Missouri	— 11%	Indiana	— 2%	Worcester, Mass.	— 23%
Tennessee	— 8%	North Carolina	— 2%		
South Dakota	— 8%	Iowa	— 2%		
Wyoming	— 8%	Arizona	— 1%		
Massachusetts	— 7%				

Cities

Oakland, Calif.	— 13%	Birmingham, Ala.	— 13%
Philadelphia, Pa.	— 11%	Detroit, Mich.	— 11%
Pittsburgh, Pa.	— 11%	Baltimore, Md.	— 10%
Kansas City, Mo.	— 10%	Chicago, Ill.	— 9%
Indianapolis, Ind.	— 6%	Omaha, Neb.	— 4%
Miami, Fla.	— 3%		



Today's Traffic

LOOKING AHEAD

Fringe parking in Frisco

The San Francisco Parking Authority is undertaking a unique experiment—a fringe parking facility located immediately adjacent to the freeway system. The facility, called "Park-Ride Parking Plaza No. 1," was planned for the convenience of commuters and other all-day parkers. It accommodates 350 cars. A 55 cent parking fee includes free rapid transportation to and from the lot by limousines which operate on a one-minute headway between 7:00 a.m. and 9:00 a.m. and 4:00 p.m. and 6:00 p.m.

"Cross" walker crosses right

An Oregon pedestrian whose right of way in a crosswalk had been challenged too often finally decided he'd had it. Next time a driver blocked his path this pedestrian calmly opened the car's rear door, punched the driver in the eye, walked out the opposite car door and continued across the street. The driver was too startled to give pursuit.

Paris police crack down on parkers

Faced with what looked like a traffic paralysis, Parisian authorities decided to enforce a one-hour parking limit for center-city parking, which has been on the books since 1953. On the first day of the crackdown police handed out 1,300 tickets, and police tow trucks carted off 17 cars parked too long or left in prohibited areas.

Parkers are timed by a card with two windows. Placed inside the windshield, a revolving cardboard disc turns up the vehicle's arrival time in one window and the required time of departure in the other. A maximum half-hour leeway is given on the arrival time.

Louisiana program

Plans are underway in Louisiana for a new statewide safety program. Gov. Long has named Lt. Gov. Lether Frazar to head the group responsible for developing the program.

State speed law cuts death toll

A sharp decline in traffic deaths in Kansas was recorded for the first three months after the new statewide maximum speed limits became effective there. Fatalities for the May-July period dropped 27 per cent below the average of the past five years for those months. In the four months before the speed limit law was passed fatalities were running 3 per cent above the five-year average.

Michigan pushes safety research

A joint highway safety and improvement research program by the Michigan State Highway Department and the MSU Highway Traffic Safety Center is now under way. The program, involving an estimated $450,000

in state and federal funds, will comprise four separate studies: (1) economic and social effects of highway improvements, (2) small communities and limited access highways, (3) quality of traffic flow, (4) fundamental characteristics of traffic flow.

You can't park there, jaywalker

An unenviable claim to fame was established by a fellow who recently got himself ticketed as a pedestrian AND a driver at the same time. He was rushing madly across the street to prevent two officers from towing his car from a no-parking zone when another officer stopped him to present him with a summons for jaywalking.

$1,000 for traffic safety ideas

When *The Standard Oiler,* employee magazine of the Standard Oil Company of California, won the $500 first prize for employee publications in the 1956 Annual Traffic Safety Awards Program conducted by the American Association of Industrial Editors, the staff decided to reinvest the money in traffic safety. They sponsored a traffic safety idea contest. The company matched the prize money so that $1,000 could be offered to employees for the best ideas on traffic safety improvement in their own home communities.

A total of 400 practical ideas were submitted. They came from all over the U. S. and from Canada and Hawaii. Thirteen were awarded prizes. Five of the winners were wives of employees, and one was an employee's 12-year-old son.

Too fast or too slow

According to a panel of women traffic specialists, the two most dangerous groups of drivers are people under 21 driving over 65 and people over 65 driving under 21. The panel was part of the sixth annual Commissioners' and Governors' Conference on traffic problems in the Washington, D. C. metropolitan area.

Scooters a major hazard in Chile

Motor scooters have become so popular in Chile that they are now a major traffic hazard. There are 6,000 scooters in Santiago, the Chilean capital, and the police, newspapers and private automobile clubs of that city have undertaken a traffic education program to educate scooter drivers.

New highways lifesavers

In a recent address, Maj. Gen. Louis W. Prentiss (U.S.A., Ret.), executive vice president of the American Road Builders' Association, predicted that the new Interstate Road System will save 4,000 lives a year.

Said Gen. Prentiss: "Statistics show that the fatality rate on the divided-lane, controlled-access, interstate-type freeways is only 50 per cent of that on the other roads and streets of our country. Last year over 40,000 lives were lost in traffic accidents. Since 20 per cent of the nation's vehicle mileage is expected to be carried on the Interstate System, this 50 per cent reduction in fatalities will result in the saving of the lives of 4,000 people a year."

GOVERNMENT MEETS THE TRAFFIC PROBLEM

Volunteer agencies, struggling against soaring death tolls, sorely needed government action. Here is a review of progress on federal and state fronts, as a democratic society reacts to an emergency situation.

Hon. Kenneth A. Roberts
Chairman, Subcommittee on Traffic Safety
U. S. House of Representatives

Federal

THE CONGRESS of the United States is concerned with all problems confronting the nation and its citizens. Certainly the horrendous number of traffic accidents, injuries, fatalities, and property losses clearly places highway safety in the national picture. Automobiles have long since ceased being an article employed solely for Sunday afternoon amusement. They have become essential to the operation of daily life Americana. Today, many automobiles traverse several state boundaries each day. Thus, the driving habits of the citizens of one state are important to the drivers of other states. In today's living, such widely traveling vehicles are a matter of *inter*state concern and not just *intra*state.

I have a very good example of this type of interstate travel. In correspondence the Subcommittee on Traffic Safety had with the New Mexico State Police, there was enclosed a description of a three-car accident which left in its wake five dead and two critically injured. The accident occurred at 3:15 p.m. on U. S. Highway 66 just 19½ miles west of Gallup, New Mexico. The three drivers of the cars were all legal residents of California as were all the other remaining eight passengers involved in the accident. This graphically illustrates that the accidents

Frank Smothers
Director of Publications
The Council of State Governments

State

IN GOVERNMENT and politics there are few subjects so sacrosanct that they are above controversy. I might even go so far as to say that if we didn't have controversy we wouldn't need government. When everyone agrees, we don't need a law, we don't need a referee, and we probably don't need enforcement.

Some may say, when they first think about it, that safety, including safety on the highways, surely is a safe and uncontroversial subject—for government, governors, legislators and everyone else. And in the abstract they will be right. We are all for safety. It's like the sanctity of the home, the dignity of motherhood and the glory of the flag.

But as a matter of fact quite a few battles have been fought, in legislative halls and elsewhere, as you'll recall, when someone has proposed doing something *specific* even for those things—about the conditions of homes, for example, or the things mothers need to be dignified, or the measures required to defend the flag. It is the same with traffic safety. When you get down to specifics it is full of controversy.

For it isn't uncontroversial to send people to jail. It isn't often agreeable to take away their licenses. You don't

". . . I hope that safety features will be included voluntarily"

A MATTER OF INTERSTATE CONCERN

". . . the driving habits of the citizens of one state are important to the drivers of other states. In today's living, such widely traveling vehicles are a matter of interstate concern and not just intrastate . . . it is essential that there be some method of making laws more standard among the many states in order that people traveling long distances will have a better understanding of the laws and rules governing the flow of traffic."

—Congressman Roberts

Federal

throughout the 48 states and the drivers of each state are of concern to the entire nation and not just to their own states.

Epidemiologists term the annual slaughter upon the bloody altar of the U. S. highways as epidemic and a national health problem. I am also sure that I need not point out that in addition to the great personal loss suffered by the families of the 40,000 killed on the highway each year, there is a loss suffered by the nation—a loss of talent and potential future earned income.

This will give you just a thumbnail sketch of why your Congress is interested and is concerned about the nation's highway safety so much that this problem is now being investigated by a special subcommittee, of which I have the honor to be chairman.

The Special Subcommittee on Traffic Safety was first appointed in June 1956 after the House of Representatives adopted a resolution to provide that a Congressional committee investigate the causes of automobile accidents in an effort to determine what action could be taken to reduce such waste of human lives and property. The subcommittee held its first hearings in July 1956 and when Congress adjourned, the subcommittee took to the road to learn what was being done in different local areas to halt one of the nation's leading killers—the automobile on the highway. The subcommittee also made an inspection of the facilities of American Motors, General Motors, the Chrysler Corp., and the Ford Motor Co.

Because of the tremendous scope of the study, the subcommittee was appointed again in the present 85th Congress and is continuing its investigation. In terms of age, the subcommittee is a fledgling compared to the organizations which have been doing excellent work in the field of traffic safety for many, many years. While at this time it is not anticipated that the subcommittee will undertake any original research, I do believe that the subcommittee can serve a valuable function in the field of safety. The subcommittee is a body vested solely with the public interest. The function which, in my opinion, the subcommittee can perform, and which I think is highly valuable, is that of bringing together in one place, before an impartial forum, all of the work and research which may have been done in the many areas of traffic safety.

In this past session of Congress, we had a good example of this function of the subcommittee in the hearings which the subcommittee held to determine the crashworthiness of seat belts. These hearings were held as it came to the attention of the subcommittee that many conflicting reports had been carried in the press and much confusion existed in the public's mind regarding the true value of seat belts. The subcommittee sat as an impartial forum and invited testimony from persons, both proponents and opponents, who had done work relating to this safety device. Also, any persons who requested the privilege of testifying on this matter before the subcommittee were heard. The witnesses included researchers, medical experts, government officials and representatives from each of the five leading American automobile manufacturers.

The complete text of these hearings

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". . . it isn't uncontroversial to send people to jail"

State

change the courts without an argument. And you can get a big debate on your hands when you propose to limit speed, or even to control access to the public ways.

So, ever since the governors and the Governors' Conference began to come to grips with what they recognized as a crisis of mass carnage on the roads, there have been some fights in this area. There probably will be more. But there is no program on which our governors are more united in their determination to get results than they are on their highway safety program. What is more to the point, they are getting results.

The turning point in highway safety action by the Governors' Conference came in 1956. Year after year the governors had recognized the growing problem. They had exchanged views and experience about it and had adopted resolutions calling for state action that bore good fruit. As early as 1949, at the direction of the Governors' Conference, the Council of State Governments undertook a study of the subject, and the following year published an extensive report. Its recommendations were reflected in many helpful legislative and administrative acts thereafter.

A National Emergency

But, meantime, the problem took on new dimensions—the vast increase in the number of cars on the road, the vast increase in miles driven, on a network of highways that hadn't kept pace with needs. By 1956 the governors knew that the situation amounted to a national emergency. At their conference that year they decided that it called for entirely unprecedented measures.

In that 1956 meeting, held at Atlantic City, several things stood out:

1. The discussion was comprehensive as regards facets of the problem examined. The governors pointed up not just a few but a long series of factors. They dealt with licensing, vehicle inspection, driver education; with engineering, limited access, road surfaces; with the uniform vehicle code and reciprocal arrangements. They discussed the effects of speed—of fatigue—of drunken driving. They looked at the "horsepower war" among automobile manufacturers — concerning the effects of which there was some disagreement, and at competitive advertising that emphasizes speed — concerning the ill effects of which there was no disagreement. They pointed up the role of the courts. And they put heavy emphasis on enforcement.

Balanced Program Needed

2. Out of that discussion came a consensus that what must be had was a *balanced* program. No one, two or three approaches among those discussed would do the job. The causes of accidents were complex. A *broad* program had to be developed to deal

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GOVERNORS WORK ON THEIR COMMON PROBLEM—TRAFFIC ACCIDENTS

Governors from Alabama to Wyoming, at the 13th General Assembly of the States, were presented with a blueprint for saving lives—the report of the Highway Safety Committee of the Governors' Conference.

GOVERNMENT MEETS THE TRAFFIC PROBLEM

Federal *From Page 8*

soon should be available, free of charge, to the public, so that anyone who wishes to read the data exactly as it was presented to the subcommittee may do so and may form his own opinion on the value of seat belts. The subcommittee, after careful study and consideration of all the testimony presented at the hearing, also filed a report which contained its own opinion on this safety device. In its report, the subcommittee stated its conclusion "favoring the installation and use of this safety device." This is an example where the subcommittee, I believe, has performed a valuable service though immediate legislation was not its purpose.

Seat Belt Standards

I would like to state, however, that I have personally sponsored a bill in the House which would provide that any automobile seat belts shipped in interstate commerce meet certain specifications established by the Bureau of Standards, so that when the public does buy a seat belt it is assured of purchasing one which will truly provide safety. It is my hope that the subcommittee will have an opportunity to give careful study to this legislative proposal in the next session of Congress.

Another legislative proposal I hope will become law in the next session of Congress is the bill to provide Federal funds to assist the individual states in establishing driver education courses. The subcommittee held hearings on this bill in the last session, but a shortage of time prevented the subcommittee from taking any further action.

In my opinion, the inclusion of driver education in the school curriculum can be of considerable value in teaching future drivers good habits and good manners as well as developing their mechanical skill in handling today's powerful machine. This training would naturally contribute to greater highway safety. As one witness testified, we can not challenge the value of driver education without also challenging the value of education itself. I would also like to point out that several studies made of young people who had had driver training indicated a substantial reduction in accidents and traffic violations. Recognizing this fact, some of the insurance companies now do not raise the rates in families that have young persons driving the family car providing the young persons have had driver training. Several states by law also now require that young persons seeking driver licenses must take a driver education course first.

Interstate Compacts

Another bill which is pending before the Special Subcommittee on Traffic Safety and which I think would be valuable if enacted, is House Joint Resolution 221, sponsored by my able colleague and member of the subcommittee, Congressman John V. Beamer of Indiana. The purpose of the bill sponsored by Congressman Beamer is to grant the consent of Congress to the several states to negotiate and enter into compacts for the purpose of promoting highway traffic safety. In supporting his bill, Congressman Beamer told the subcommittee: ". . . It is essential that the laws regulating traffic safety be brought up to date. It is of equal importance that there be some method of making these laws more standard among the many states in order that people traveling long distances will have a better understanding of the laws and rules governing the flow of traffic." The enactment of Mr. Beamer's resolution would grant the consent of Congress to the several states to join in the formulation of a body that would have authority to legally prepare and promulgate legislation and regulations, if needed, to meet the serious problem of the loss in human life and property now occuring on the nation's highways.

Through such an interstate compact, the states could act jointly and cooperatively to solve a considerable portion of the highway problem and would not have any of their state sovereignty or states' rights usurped or jeopardized. The idea for such an interstate compact is not new. Precedent was established by the Interstate Oil Compact and the Interstate Compact for Crime Prevention, both of which have worked successfully. Considerable interest in Congressman Beamer's proposal has been expressed by a number of the states' governors. It is my hope that the subcommittee will give serious study and consideration to H. J. Res. 221 and act on this bill in the next session of Congress.

Congressman Abraham Multer of New York has introduced legislation known as the "General Motor Vehicle Act of 1957" which is now pending before the Traffic Safety Subcommittee. One section of this bill provides that automobiles shall bear a "certificate of fitness" label. The label would insure that the vehicle had been inspected and found in good working order and in complete accord with all specifications as set forth in descriptive and advertising matter, as well as that the vehicle had been road-tested and found in good operating condition after such a test. It is my hope that this bill, also, will have the further study of the subcommittee in the next session of Congress.

In addition to the bills which I have mentioned here today, in the next session of Congress, the subcommittee expects to continue its investigation and work, and will study specific problems of traffic safety in the general areas of the human factor in accidents, vehicle design, enforcement and legislation.

The Human Angle

Studies of human factors contributing to traffic accidents will include the effect of alcohol on safe driving, the licensing of drivers and further consideration of driver training.

Vehicle design, safety research and medical research projects will be gone into also. I was pleased to note in a recent magazine article that the Cornell accident injury research statistics *do* show a reduction in injuries due to improved design in certain safety features of the automobile. This is encouraging news to your subcommittee. I hope that time will continue to show greater progress in this area.

I have frequently stated, since becoming chairman of the Traffic Safety Subcommittee, that it was my deep personal hope that safety features would be included voluntarily, by automobile manufacturers in their cars as I feel that they are essential to the public's health, but that if such action were not taken voluntarily, I would urge Congress to enact the necessary legislation.

CATHOLIC BISHOPS CONDEMN CARELESS DRIVERS

This definitive statement on the morality of traffic safety was made by the Roman Catholic Archbishops and Bishops of the United States at their annual meeting in Washington, D. C., in November.

The Church Safety Activities Division of the National Safety Council had requested that the matter be placed on the agenda for the meeting in order to draw public attention to the gravity of this moral and social problem.

Similar statements from other major American religious bodies will be forthcoming in the near future and will be carried in TRAFFIC SAFETY.

THE Catholic bishops of the United States have branded "sinful" the actions of careless drivers. The bishops issued their statement during their annual meeting at the Catholic University of America in Washington, D. C. in November.

The bishops urged, "with the utmost seriousness," that each automobile operator "reflect upon the moral obligations he assumes."

Pope Pius XII, in an address on October 4, 1955, had advised the Second World Meeting of the International Road Federation that "today's cars, more numerous, speedier and heavier, create an ever-increasing danger for each other and for pedestrians. . . ." He said that it is "necessary to imbue everyone with a sense of his grave duty to respect the lives of others . . . it is important to observe of one's own accord a strict discipline, in conformity with generally accepted rules."

In the United States this is the first time that the U. S. Catholic bishops have spoken out as a body about highway safety, although many of them have been engaged in safe-driving campaigns in their own dioceses.

For instance, Samuel Cardinal Stritch noted in a pastoral letter in October, 1956 that "reckless driving, speeding and disobeying traffic regulations are sins."

Archbishop Richard J. Cushing of Boston also issued a pastoral letter read in all the churches of the archdiocese last January. He exhorted the faithful to observe "the law of caution on the highways." He said that this is "God's law, and not merely the regulations of highway officials."

The following is the full text of the U. S. Catholic bishops' statement, *On Traffic Safety:*

"God has commanded: 'Thou shalt not kill.' The conscience of mankind rightly extends this law to all actions which, without due reason, endanger the health and physical integrity of any person. Suicide, and reckless actions which endanger one's life or safety, are as reprehensible as murder and mayhem.

"And yet, in our time, a singular blind spot has developed in the consciences of many people who are in all other matters law-abiding and conscientious. We refer to the careless and even reckless use of the automobile. Many who would never dream of handling a gun or knife carelessly seem to lose all moral sense behind the wheel of an automobile.

"In far too many situations where death or injury occurs in automobile accidents the driver is at fault. His carelessness, neglect or reckless conduct causes the death or injury. From a legal viewpoint, such conduct is a crime. From a moral and religious viewpoint, these actions are sinful.

"Each of us has an obligation to seek an enlightened and educated conscience. It is for this reason we urge, with the utmost seriousness, that every driver reflect upon the moral obligations he assumes.

"The distinctive mark of the follower of Christ is his love for his fellow man. The mark of the upright and conscientious man is his strict regard for the rights of others. On the basis of both justice and Christian love we appeal to our fellow American citizens to join in a crusade to keep our highways safe."

FREAK SQUEAKS of '57

by Paul Jones

SO 1957 was just another year?

Try to tell that to Dr. Guy Jones. Or George Bates. Or John Arends. Or to Dogcatcher Donald Baird.

For it was in 1957 that—

Dr. Jones was vaccinated by a cow.

Mr. Bates was clobbered on the highway by a flying canoe.

Mr. Arends suffered severe injuries by becoming a father.

And Dogcatcher Baird was bitten not by a dog, but by a dog owner—a mad one!

Just another year? Hah!

And the oddities listed above were only a few of the weird and wacky happenings uncovered by the National Safety Council in its annual roundup of freak accidents.

The dizzy details:

The Case of the Vaccinated Veterinarian occurred in Wadesboro, N. C., where Dr. Guy Jones got a syringe full of vaccine in his arm when a cow he was preparing to inoculate suddenly lunged against him. Moral: never vaccinate a cow at lunge time!

George Bates, of Evanston, Ill., is aware, of course, that in today's traffic a driver must be prepared for almost anything. Nevertheless, he was startled when a flying canoe zoomed down the highway straight at him, crashed through his windshield and clobbered him good. It had been blown loose from the top of an approaching car by a high wind.

John Arends, of Olympia, Wash., can tell you what any man knows—that becoming a father is no picnic. After an all-night vigil at the hospital, Mr. Arends proudly rushed up to kiss his wife as she was wheeled from the delivery room. At the whiff of the ether, he passed out cold, landed kerplunk on the concrete floor. Mother and child? Doing fine. Father? Two broken teeth and a banged-up face!

And in East Los Angeles, Calif., Dogcatcher Donald Baird was bitten good and hard by a lady who seemed upset because Baird was trying to impound her pet. "It's a dog's life," moaned Baird.

As a professional landscaper, Harry Westcott, of Mt. Upton, N. Y., knows better, you bet, than to saw off a limb on which he is sitting. But he did saw off one to which his safety rope was attached. Always something new to learn!

In Morningside Heights, New York City, two workers on a new skyscraper fell into an open elevator shaft 21 floors above the ground. Donald McKeon fell four floors, grabbed a cable and swung himself safely onto the 17th floor landing. William Vessialides plunged 18 floors before he managed to seize a cable and ease himself onto a third-floor landing plat-

form. Both men escaped with minor bruises.

And in Long Beach, Calif., movie actor Jeff Chandler understandably put so much fervor into a love scene with Kim Novak that he cracked one of her ribs.

The John Bakers of Bellflower, Calif., didn't have to lift a hand to arrange for a rumpus with which to christen their fine new rumpus room. A passing automobile obliged by going out of control and crashing into the room for one of the darnedest rumpuses you ever heard.

Fifteen-year-old Susan Thomson, of Madison, Wis., didn't invite her father to go along when she took the family car for an unauthorized spin which ended when she banged into a tree. He couldn't have gone anyway. As governor of Wisconsin, he was busy at the moment attending a highway safety conference on teen-age driving.

In San Diego, Calif., a car rolled out of a driveway, crossed the street and crashed into the porch of a home. When police arrived they found the driver happily wagging his tail. His name was Jack and his owner, Don Snyder, had forgotten to set the hand brake when he left the dog alone in the car. Jack had climbed behind the wheel, put paw to gear shift, and let 'er roll.

When 3-year-old George Wilkins' mother found him playing with matches in the Wilkins home in San Antonio, Tex., she picked him up to warm his seat. She didn't have to. It already was warm. Matches in Georgie's hip pocket had set his pants on fire.

Mrs. Charles Drennon, of Memphis, Tenn., still doesn't know for sure that the little light in the refrigerator really goes out when you close the door. She was still peering intently inside when she slammed the door shut. Her nose wasn't broken, the doctor said. Just good and sore.

Thomas Ciappa, of Oswego, N. Y., wondered if it wouldn't be smart to have his brakes relined. He decided definitely it would be when his car kept right on going through the door of the brake-testing station. Damage, $300.

It was bound to happen sooner or later, of course, and it did—to Melvin Carter, of Kinlock, Mo. Trying eagerly to hitchhike a ride, Melvin edged a bit too close to traffic and a passing car whacked his outstretched thumb so hard he had to have it treated. He eventually took a bus.

And in Auburn, Mich., George Pero literally gave up his seat—to a strip-run driver. As Mr. Pero leaned over his car, parked beside the highway, a passing auto caught his trousers and deftly whisked them off, leaving him standing there redfaced.

No matter how changeable your climate may be, chances are you never saw the mercury go down as fast as it did when Robert Sherfield swallowed a clinical thermometer in a hospital at Bournemouth, England.

Even in a city as big as Chicago, a man and his wife will occasionally run into each other on the street. But Dr. and Mrs. Alex Buchholz did it the hard way—each driving a car. Dr. Buchholz, uninjured, insisted on taking the other driver to a hospital for personalized treatment.

In Plant City, Fla., Mrs. Lizzie B. Morgan took a direct route to reach the automobile licensing bureau for her driving test. She stepped on the accelerator instead of the brake and crashed into the building which houses the bureau.

It was hard for 10-year-old Marshall Frey to figure out just how he happened to ram his bike into a parked car on a street in Miami Beach, Fla. "All I was doing," he told police, "was riding along reading my comic book."

Police were horrified when they pulled Harold Donath from the wreckage of his overturned bakery truck in

West Palm Beach, Fla. His face appeared to be a mass of blood. Closer inspection disclosed it was only cherry pie. A crummy trick!

In Chicago, Mrs. George Reithal solicitously entered the darkened bedroom where her husband lay recuperating from a badly sprained ankle, tripped over the crutch protruding from his bed, fell and broke her arm.

One of Charles Combs' farmhands at Olney, Ill., knew a surefire way to get rid of those wasps in the barn. He would burn them out. It worked. The wasps went up in smoke. So did the barn, 5,000 bales of hay, 2,000 bushels of barley, a utility shed, a garage, three drums of gasoline, and 200 loads of manure. And that ain't hay!

In Los Angeles, two safety award-winning taxi drivers—George Madden with 15 years without an accident and Harry Hayman with eight—made out accident reports the same day. They had collided with each other.

The perfect way to close this treatise, of course, would be to report that when the San Francisco earthquake of 1957 jarred loose a National Safety Council award proudly hanging on the wall above Cartoonist Al Vermeer's drawing board in Castro Valley, the bronze plaque bopped him on the head. But the capricious little sprites who arrange such things slipped up on this one. The darned thing missed Al by a full inch!

So 1957 was just another year? Hah!

NORTHWESTERN LAUNCHES 3-YEAR TRAFFIC RESEARCH PROGRAM

A THREE-YEAR research program to determine the possibilities of obtaining information on the nature and causes of traffic accidents through intensive scientific investigation has been launched at Northwestern University.

Administration of the project will be centered at the University's Traffic Institute in Evanston, Ill., a national center for training, development, and research in traffic supervision and allied activities in the field of highway transportation.

Financed by grants from the Automotive Safety Foundation and the federal government, the project will be the most extensive of its kind ever undertaken, according to Ray Ashworth, director of the Traffic Institute.

He announced that grants totaling $105,000 have been received by Northwestern University to finance the project's first year. The U. S. Bureau of Public Roads provided $50,000 and the U. S. Public Health Service contributed $45,000. The remainder came from the Automotive Safety Foundation. Cost of the program over the three-year period will be approximately $350,000.

An operating committee of Northwestern University scientists will direct the study. Committee members are J. Stannard Baker, director of research and development, the Traffic Institute, chairman; Robert B. Banks, professor and chairman of the department of civil engineering in the Technological Institute; Dr. Edward S. Peterson, director, graduate division, Medical School; Robert I. Watso, professor of psychology, college of liberal arts, and Robert F. Winch, professor of sociology, college of liberal arts.

Speaking for the committee, Baker stated:

"We shall attempt to develop methods for gathering more precise factual information about accidents that will be useful to scientists trying to discover how vehicles, roads, and especially drivers and pedestrians contribute to accidents."

He pointed out that studies of the National Committee on Uniform Traffic Statistics revealed that present traffic accident reports made by drivers and police yield little useful information about causes of traffic accidents.

According to research procedures outlined by Baker, a mobile three-man team consisting of a medical scientist, an engineering scientist, and a social scientist will be employed by the committee to investigate traffic accidents under a wide variety of road, traffic, lighting, and vehicle conditions.

Arrangements will be made with police agencies in an area furnishing great varieties of traffic conditions to communicate with this team immediately upon occurrence of specified types of accidents.

Each member of the team will concentrate on the aspects of accidents relating to his particular field.

The engineer will examine and record damage to vehicles, marks on the road, and road conditions. The medical scientist will investigate physical conditions of the drivers involved. The scientist will test for absorbed alcohol and note injuries, signs of fatigue, illness, and bodily deformities.

In interviews with drivers about the events of the accident, the psychologist will try to uncover such contributory mental factors as distractions, preoccupations, the driver's thinking as related to his behavior prior to and during the accident, and the social forces acting on the driver that may influence his behavior.

On the basis of their findings and a later review of current theories of accident causes, the team will work for the operating committee to devise techniques of obtaining accurate accident information and methods of recording such information for scientific investigations.

"This case study program is a preliminary 'pilot' project," Baker emphasized. "It is not designed to come up in the first three years with the answers on traffic accident causes."

During the two-year phase of the project involving field investigations, three to four days will be spent on each accident. Object of the study is to get experience with the greatest possible variety of accidents rather than extensive statistical samples.

"The facts we gather will have some value as such," he said. "But our primary concern is not to collect data; it is to explore the methods of collecting data, assembling it, and making it useful."

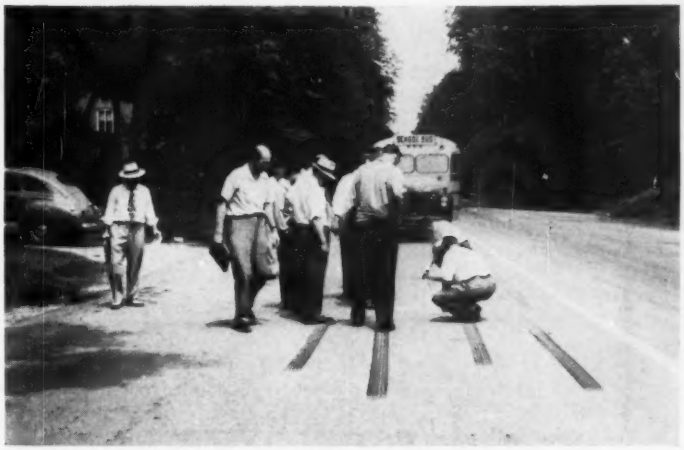
Following preliminary investigations, the research team will be augmented by a statistician to help plan data collection and storage methods best adaptable to statistical and other studies.

A report on highway research programs by a special advisory committee of the President's Highway Safety Conference in 1949 originally suggested the research project. A major recommendation of this report was the "intensive investigation" of motor vehicle accidents to be carried on over a five-year period.

Precise information about accident causes is continually sought by driver license administrators, driver educators, courts, and highway, traffic and automotive engineers.

IN THE PHOTOS

TOP: Length of skid marks gives the engineer vital information. CENTER: Modern techniques probe beneath the surface for attitudes. BOTTOM: Physical conditions involved in the crash are recorded.



ENGINEER TO CHECK VEHICLE AND ROAD

SOCIAL SCIENTIST CHECKS MENTAL FACTORS

MEDICAL SCIENTIST CHECKS DRIVER

COMING EVENTS

Jan. 6-10, Washington, D. C.

Annual Meeting of the Highway Research Board (Sheraton Park Hotel). Details from Highway Research Board, 2101 Constitution Ave., Washington 23, D. C.

Jan. 30-31, Milwaukee, Wis.

Sixteenth Annual Mid-Winter Safety Conference and Exposition (Hotel Schroeder). R. W. Gillette, executive director, Wisconsin Council of Safety, Room 234, One W. Wilson St., Madison 2, Wis.

Jan. 30-31, Philadelphia

Annual Meeting Private Truck Council of America (Hotel Sheraton).

Mar. 2-4, Memphis, Tenn.

Southern Safety Conference (Peabody Hotel). W. L. Groth, executive director, Southern Safety Conference, Inc., P.O. Box 8927, Richmond 25, Va.

Mar. 5-6, Philadelphia

Annual Regional Safety and Fire Conference and Exhibit (Bellevue-Stratford Hotel). Harry H. Verdier, executive director, Philadelphia Safety Council, Chamber of Commerce Bldg., 121 S. Broad St., Philadelphia, Pa.

Mar. 16-19, Dallas, Texas

Nineteenth Annual Texas Safety Conference (Adolphus Hotel). J. O. Musick, general manager, Texas Safety Association, Inc., 820 Littlefield Bldg., Austin, Texas.

Mar. 17-18, Boston

The 37th annual Massachusetts Safety Conference and Exhibit at the Hotel Statler, Boston; directed by Bruce Campbell, manager, and Bert Harmon, assistant manager. Massachusetts Safety Council, 31 State Street, Boston 9, Massachusetts.

Mar. 17-19, Los Angeles

Western Safety Congress and Exhibits. Joseph M. Kaplan, manager, Greater Los Angeles Chapter, National Safety Council, 3388 West Eighth St., Los Angeles 5, Calif.

Mar. 18-19, Ft. Wayne, Ind.

Northeastern Indiana Safety Conference and Exhibit. Ivan A. Martin, manager, Safety Council, Chamber of Commerce, Ft. Wayne 2.

Apr. 9-11, Gainesville, Fla.

Fifth Annual Conference on Accident Prevention Engineering (University of Florida). Donald B. Wilcox, conference coordinator, Dept. of Industrial Engineering, University of Florida, Gainesville, Fla.

Apr. 22-24, Columbus, Ohio

Twenty-eighth All-Ohio Safety Congress and Exhibit (Deshler-Hilton Hotel). Arthur W. Moon, congress manager, Room 611, Ohio Dept. Bldg., Columbus 15, Ohio.

Sept. 16-20, Copenhagen Denmark

Fourth International Study Week in Traffic Engineering sponsored by World Touring and Automobile Organization, 12 Chesham Pl., London, SWI, England.

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NEWS AND VIEWS

THE WORD in the United Kingdom, or at least in England, Scotland and Wales during the past six months has been "Mind That Child!" With this slogan, thousands of road safety committees have joined to guard every child in Great Britain and see that they are trained to walk and play safely.

Harold Watkinson, transport minister, whose office is tied-in closely with the program, pointed out that in spite of all that his ministry and the Royal Society for the Prevention of Accidents could do, the best way of reducing "this dreadful useless kind of tragedy would be for parents to help. Parents and road users must not 'fob off' on to teachers their responsibilities to educate children to road safety."

WHEN seniors of the Marshfield Senior High School, Coos Bay, Ore., picked subjects for their assignments in "Problems in Democracy," pert Sandra Johnson chose "Traffic Safety." If you would like to know what teen-agers think on this subject, look over a few of Sandra's observations:

"The four main topics which, I believe, must go into the analysis of this problem are—the enforcement of the law, engineering, driver training, and the construction of new highways."

Miss Johnson's theme put the emphasis on driver training as one effective method of achieving safety in traffic, but she thought a broad course of study in accident prevention should be offered all students. Said she: "Driver training shouldn't be the only course offered in school to promote traffic safety. The fundamentals of traffic safety should be taught in elementary school. Of course, competent teachers are needed for these courses. Teachers' colleges should make available courses to prepare teachers for driver training. Then too, more universities should have courses in the traffic safety field."

Just one facet of the younger generation's thoughts on this vital subject.

THE PHOTOS: Top—Orange break. Col. H. N. Kirkman, director of the Florida highway patrol, and Frank D. Arn, director of advertising and merchandising for the Florida Citrus Commission, show a bumper strip pushing the well known Florida product. Center—Loading made easy. Railway Express workers show a radically new type of truck featuring an elevator-type body. Body lowers in 12 seconds, and cuts minutes off handling time in congested streets. Normal truck is parked nearby. Bottom—Accident on purpose. Cars carrying anthropomorphic dummies and high speed cameras crash in UCLA engineering study equipment. Aim of the study is to reduce bodily injury.

Test Talk

More DWI in Cuyahoga County, Ohio

In Cleveland, Samuel R. Gerber, coroner of Cuyahoga County, reports more people drinking and driving.

Approximately 52 per cent of pedestrians killed in 1956 had alcohol in their systems compared with 31 per cent in 1955. Among drivers killed, 48 per cent had been drinking against 37 per cent in 1955. Of passengers killed, 75 per cent had been drinking, against 21 per cent the previous year.

High court reversals up

Of 61 high court decisions in the past two years involving chemical tests for intoxication, 19 were reversed on appeal—a reversed rate of 31 per cent. In the twenty years prior to January, 1956 only 15 per cent of all cases were reversed on appeal.

The two main reasons for the current high reversal rate are: (1) Defense lawyers and appellate judges are more familiar with proper techniques and methods of conducting tests, and rules of evidence that apply to test results, (2) With increased use of chemical tests, more police and prosecutors are involved in preparing and presenting test evidence. The increased reversal rate indicates that many are inadequately trained for this important job.

.15 no magic number

Dr. C. W. Muehlberger, Michigan State toxicologist told members of the National Safety Council's Committee on Tests for Intoxication that .15 was no magic number separating those under the influence of intoxicating liquor from those unimpaired. He cited studies of Dr. Goldberg of Stockholm, Sweden, who found impairment in drivers with .04 and .09 blood alcohol levels, and of experiments at the University of Washington by Theodore Loomis and Dr. West who, via delicate testing methods, found that levels of .02 and .03 cause measurable driver impairment.

Jail and fine for 2nd conviction

In California, a new law requires courts to impose both a minimum fine of $250 and a minimum five-day jail sentence on any driver convicted a second time of drinking and driving. The law also prohibits the court from granting probation or suspending sentences in such cases.

Privacy dies with victim

A recent court ruling in Utah upheld the proposition that "the right of privacy dies with the victim," and it is not necessary to secure permission from next of kin before conducting a chemical test on a deceased person.

This decision is important to law enforcement agencies, coroners and medical examiners with regular programs of using chemical tests to determine the alcoholic influence (if any) of each person killed in a traffic accident.

Police not required to give test

A recent court ruling in Maine passed on the question—has a driver charged with DWI the right to demand a chemical test? The court said: "A defendant is entitled to reasonable opportunity to attempt to procure the seasonable taking of a blood sample for test purposes." If all reasonable efforts (on the part of the accused) fail and no blood sample is procured, no rights of the defendant are infringed.

Good Morning, Judge

Illinois statewide court plan

The Chicago and Illinois bar associations are urging voters to support an amendment to the Illinois State Constitution reorganizing all trial courts into a single, statewide system. Under the plan, judges would be fulltime and salaried. None would be paid by fees, and they could be shifted to areas where the caseloads were greatest. An administrative director would be in charge.

Traffic court overloaded

After June 1, 1958, the Chicago Municipal Court plans to accept fines by mail for all traffic violations except third offenses of any kind, drunken or reckless driving and speeding cases where the driver exceeded the speed limit by at least 15 mph.

Raymond P. Drymalski, chief justice of the Municipal Court, said the mail payment plan is necessary because the court hasn't the time, space, or judges to hear as many cases as it must under the present system.

Trial by accident

A new booklet, "Trial by Accident," designed to acquaint motorists with the traffic consequences of traffic law violations, has been prepared by the Wisconsin motor vehicle department.

Distribution of the booklet will be made chiefly through traffic courts and law enforcement authorities to reach persons who have been warned, arrested or convicted for moving hazardous traffic violations. It will also be used as a teaching aid in traffic court safety schools in several Wisconsin cities and in other communities where such schools have been urged by Governor Vernon Thomson.

Training film for courts

Four training films, designed to help the nation's 12,000 traffic judges do their jobs better have been produced by the American Bar Association. The films demonstrate the correct way to conduct hearings in cases involving driving offenses. They are being shown as part of a training course at a series of traffic court conferences for traffic judges, prosecutors, and other court officials.

Courts must meet challenge

To be effective, courts must adapt to meet current problems. Their failure on this score is one of the major factors in our traffic law enforcement difficulties.

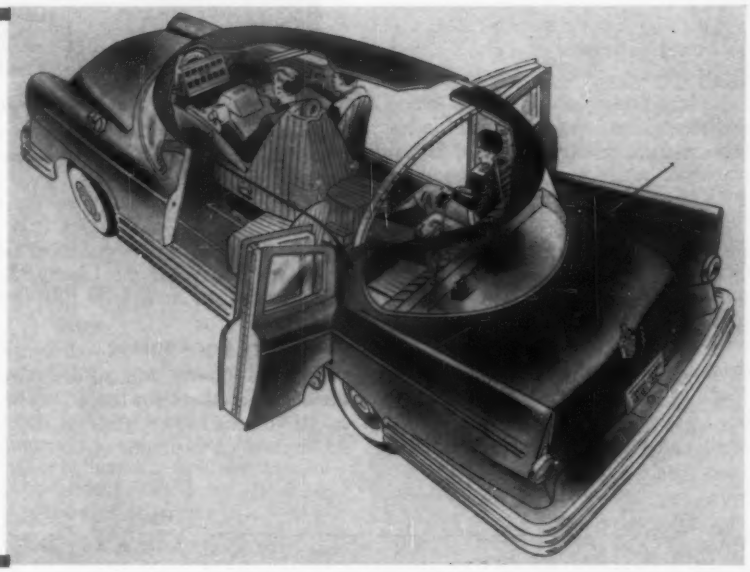
> "Our justice of the peace system was meant to make courts available to minor cases in an era when rather than wheels were the basic means of locomotion. It was designed for a personalized and fundamentally non-legal adjudication of disputes and disorders. The changes wrought by the automobile were not, indeed, could not, have been foreseen. The existing machinery of criminal justice courts has been permitted to struggle with the ever-mounting difficulties of traffic law enforcement. To permit this condition to continue is to admit that our judicial system is incapable of modernization and to invite public disrespect for our minor courts."—George Warren

IS THIS TOMORROW'S CAR?

by Edward R. Dye

Head, Safety Design and Research Dept., Cornell Aeronautical Laboratory, Inc.

Passengers are packaged as carefully as valuable merchandise in the Cornell-Liberty Safety Car. Over 60 safety features are built into the car.



IN THE past, the amount of injury a person received in a severe automobile accident was considered just plain luck. If he walked away unhurt, he was considered lucky. If he was seriously injured, his luck was bad. Such expressions concerning luck were, of course, admissions of ignorance of the complex kinematics of the human and the structural behavior of the vehicle which take place during the crash period.

The overall problem, of course, is an involved one containing many variables. Such a problem does not lend itself to a simple straightforward solution. If it can be broken down into a series of smaller problems, however, the answers to these simple problems can then be fitted together in a manner to provide a better understanding of the whole.

Cornell Aeronautical Laboratory has studied the problems involved in preventing accidents and in protecting airplane and automobile passengers during crashes. Since 1947, the Laboratory's Safety Design Research Department has investigated many facets of the problem of protecting passengers. Its program* has led to the recent development of an exhibition Safety Car embodying most of the safety concepts developed over the years of research.

Designed to afford maximum protection to passengers in a crash, the Safety Car is one definitive step taken toward reducing the needless waste of human lives and injuries occurring on the nation's highways.

*The program has been conducted under the general guidance of the Cornell Committee for Transportation Safety Research, which is drawn from Cornell University in Ithaca, the Cornell Medical College in New York, and Cornell Aeronautical Laboratory in Buffalo.

Head Injury Research

The Crash Injury Research Group of the Cornell University Medical College has gathered automobile injury data which clearly demonstrate that the head is the most vulnerable part of the human body. Much of the automotive safety research at Cornell Laboratory has, consequently, been devoted to the reduction of head injuries. Development of the Safety Car has been predicated on the need to protect the head during a crash.

The first studies were made to determine the principles of protecting a head-like object—that is, a hard shell surrounding a semi-fluid. Hen eggs were used in initial tests. Later, plastic head forms were developed for more realistic studies. These plastic forms were catapulted against various objects to determine the type and character

of blows to the head that can occur in a crashing vehicle. Subsequently, the kinematics of the human body were simulated with man-like dummies developed by the Laboratory. These dummies — nicknamed "Thin Man," "Thick Man," and "Half Pint"—were used to determine the position of the body, the path of its flight and how much the mass of the body contributes to the head impact. For example, a swan-dive movement, typified by a child's flight from the back seat during a head-on crash, was discovered to be 10 times more dangerous than the horizontal movement of a child seated in the front seat of the car.

Various objects ranging from knobs to flat surfaces were studied to determine ways to reduce their head injury potential. A foam plastic padding with energy-absorbing characteristics, for example, was one result of this particular investigation. The threat of the steering wheel and post was studied, seat belts and shoulder harnesses were tested, car doors and locks were studied in an effort to prevent them from flying open in crashes. Much of this early work—determining how passengers actually move in a crash, and the probability of hitting an object inside the car—was carried out under sponsorship of the Liberty Mutual Insurance Company.

CAR AFFORDS MAXIMUM PROTECTION TO PASSENGERS
Cornell-Liberty Safety Car is an exhibition automobile embodying most safety concepts developed by Cornell over years of research.

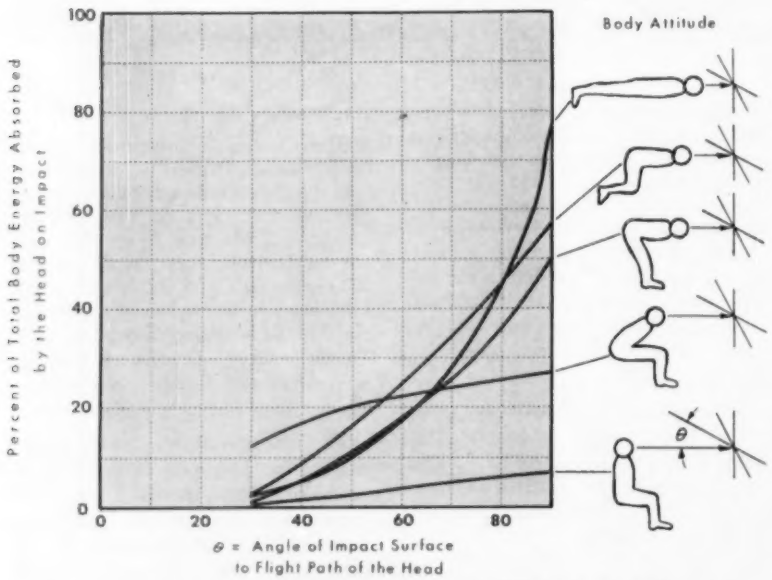
The Safety Car Concept

In 1955 Liberty Mutual and CAL decided that the knowledge acquired to date through safety research should be applied to designing a car which would afford occupants maximum crash impact protection. The purpose of this program was to show that a safety car could be engineered, and to make the research information available so as to create a public awareness of its safety features and feasibility.

Six basic principles of crash protection were followed in designing this car. The first four are similar to those used daily in packaging any delicate object for shipment: use a strong shipping case, fasten lid securely, pack tightly, and remove hard objects from padding.

First, the car body was made strong enough to prevent most exterior blows from distorting the body against the passengers. Second, doors were secured in such a manner that crash forces could not open them. Thus passengers could not be thrown out and the structural strength of the side of the car body could be maintained. Third, passengers were secured within the car to prevent them from striking objects inside the car during a crash. Fourth, such dangerous objects as knobs, mirrors, and sharp edges were removed.

In addition to the "safe packaging" concept, two other principles were employed in designing the car. The driver's working environment was improved by increasing visibility, simplifying controls and instruments, and lowering the carbon monoxide of his breathing atmosphere. Also, danger-



INFLUENCE OF BARRICADE ANGLE AND BODY ATTITUDE
Cornell Aero Lab studies show that head of erect passenger striking slanting surface receives only a small percentage of the body energy.

ous objects were eliminated from the exterior of the car to increase the safety for pedestrians.

Freak Look Avoided

The exterior of the car does not differ greatly in appearance from the average four-door sedan or station wagon. The grille, hood, headlights and bumpers have been redesigned and the radiator ornament has been eliminated to minimize danger to the pedestrian.

In the wrap-around bumper system, plastic foam material between the front and rear bumpers and the back-up plates absorbs some of the shock energy. In addition, the bumpers are smoothly shaped so that they convert an increased proportion of blows from direct to glancing ones. The side bumpers are connected firmly to the frame which has been extended and reinforced to provide this support.

The car has "accordion" doors, fashioned like telephone booths or bus doors for easy entrance and exit. They are securely closed by three bolt bars which keep the doors closed in a collision, thus maintaining full structural support of the car body. Two roll-over bars, one over the front seat riders and one over the rear, have been incorporated into the top of the car body as added support.

Studies were made of seating the six passengers so that they would be safeguarded both as individuals and as a composite group. Bucket seats were decided upon to give better lateral support to the hips during a crash. Because the driver has the greatest exposure to an accident, he has been placed in the safest possible position —the center front seat—where he has more car body structure between him and the crash contact points.

The other two front seats are placed on either side of the driver, slightly to the rear and slightly lower, so that they do not interfere with the vision or arm movements of the driver. Two forward-facing rear seats are placed inside the rear wheel wells. They are not directly behind the front seats but are staggered so that the rear passengers, if thrown directly forward, will not strike the front passengers. There is also a rearward facing seat behind the driver.

Restraint Designed In

All passengers are held securely in their seats to prevent them from becoming flying missiles during a crash. The driver is restrained in his seat by a curved control panel that rocks down into position and locks there. The front seat riders are similarly restrained by body-restraining panels that also serve as tables or armrests.

The two forward-facing rear passengers are held in their bucket seats by seat belts of unusual design. These belts automatically reel up when released, with only six inches of belt left exposed. To use the belt, the passenger presses the belt release button at the end of the armrest, unreels the two sections of the belt and fastens the light metal tip ends together. The fastened belt then settles comfortable into the passenger's lap and remains locked there until the release button is again pressed. Although the rearward facing passenger has the benefit of full spine and head support in a forward crash, he also has been provided with a seat belt. Seat belts were chosen for restraining devices rather than shoulder harnesses because it was felt that the public would more readily accept and use them.

Space clearance between front and rear seats prevents the head of any rear passenger from striking a seat during a crash. A kinematic study of properly restrained passengers revealed that no head could hit an injury-producing part of the car.

Provision against "whiplash" injury, which occurs most frequently in the heavy traffic of express highways or city streets during periods of poor visibility, was also made. This type of injury damages the neck and spine when a rear collision causes the head to snap back. As protection, the driver is provided with a pull-up headrest that can be quickly positioned. The other riders are protected by nylon harnesses to support the head.

Knobs, projections, sharp edges and hard surfaces are absent to a great extent from the interior of the car. The driver is still further protected by the elimination of all objects in front of his legs. Besides eliminating dangerous objects, some concealed sharp corners such as the header over the windshield, a common danger point, have been removed and the ceiling has been shaped to produce only glancing blows to the head.

The back shelf in conventional sedans frequently collects packages that become dangerous missiles when the car suddenly stops. This hazard has been eliminated in the Safety Car by lowering the back shelf considerably below the level of the back of the rear seats. As further protection for passengers against flying objects from the

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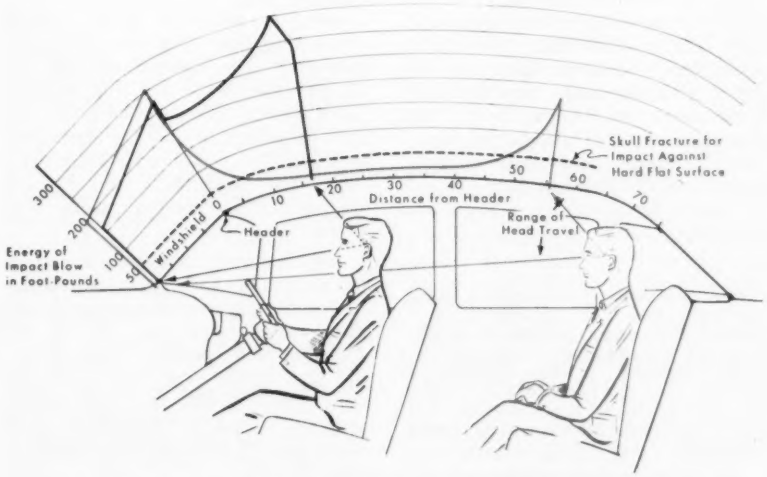

A BROKEN HEAD IN ENGINEERING TERMINOLOGY

This diagram shows force of head impact against roof for unrestrained passengers in a 20 mph front-end collision against a solid object.

HOW SIX CITIES HIT THE TRAFFIC SAFETY JACKPOT

These California cities combined top official leadership and the magic ingredient of an alert and intelligent citizenry to make substantial gains in managing their local traffic problems by implementing recommendations following use of the Council's annual Inventory and Analysis services.

by JOHN C. HALL

District Director,
Field Service Department, NSC

SIX California cities really hit the traffic safety "jackpot" in 1957. All six used the same technique or a variation of it, and citizens in each of the communities were paid off in more efficient traffic movement, lives saved and injuries prevented plus improved municipal services.

The formula that paid off in California is no new technique peculiar to the climate or the citizenry. They simply put the Annual Inventory of Traffic Safety Activities and Inventory services of the National Safety Council to work, and *followed through on the deficiencies found in their program of traffic management and accident prevention.*

The services they received would have cost any of the cities at least $25,000 if they had to pay for the survey made, and in some cases would have trebled and quadrupled that amount.

Actually, there are 18 cities that should be listed—and perhaps more. But six will serve as case histories and tell the story of many more.

Such items as new street lighting, off-street parking lots, behind-the-wheel driver training for all high schools, a traffic engineer, more police plus stepped-up, selective enforcement, a master one-way street plan, improved and streamlined courts, a no-fix traffic ticket highlighted the contents of the traffic safety "jackpot."

Every one of the 18 California cities took the same first step—an appraisal of its own performance in the traffic safety department. This stocktaking began when they asked for and got a nine-sectioned, one-thousand-word questionnaire known as the Annual Inventory of Traffic Safety Activities.[1] It came in response to their query from the National Safety Council which administers the Inventory program.

(1) All sections for cities include: 1, Death and Injury Record; 2, Accident Records; 3, Traffic Engineering; 4, Police Traffic Supervision; 5, Traffic Courts; 6, School Traffic Safety Education; 7, Public Traffic Safety Education, and 8, Organization for Traffic Safety Improvement. Cities of more than 10,000 population also report on Traffic Ordinances.

The report covers the calendar year and must be submitted by February 10th for cities of less than 50,000 population, by March 10th by cities of more than 50,000 population.

The Council's Inventory program, in short, is a scorecard on traffic safety performance. The questions it asks are all based on the proven Action Program, developed over the years by the President's Highway Safety Conferences.

When each of the cities entered reports, it began a traffic control stocktaking that called for action immediately. For instance, no city has all the answers the first time around. What's more, few cities have the records to answer the kind of questions that are vital to discover what a city's status and progress is, and how it compares with cities of similar size and similar problems.

Facts had to be ferreted out and in the process of looking, the inadequacies of the city's record-keeping procedures were pinpointed. When the questions were, perforce, unanswered, the gaps called either for activity in these phases of the city's traffic safety program, or the development of facts about present performance—usually a little of both.

Thus, each city showed a profit before the Inventory program really got rolling.

AND A DOZEN OTHERS COLLECTED SAFETY DIVIDENDS

THROUGH THEIR USE OF THE NSC INVENTORY AND ANALYSES

- **AZUZA—Appointed a Mayor's Traffic Study Committee.**
- **BELL—Assigned a lieutenant to command traffic division of police department, new street lighting, expanded public information services.**
- **COVINA—Traffic study, new street lighting, improved parking, traffic channelized.**
- **EL CAJON—Improved records, improved public support, planning traffic engineering department.**
- **FRESNO—Upped time of school safety supervisors.**
- **LA MESA—Making traffic engineering separate municipal function.**
- **LODI—Eliminated angle parking, got one-way streets, more police plus selective enforcement program.**
- **LOS ANGELES—Traffic court streamlined after survey by IACP and American Bar Association.**
- **POMONA—Citizen group formed to put NSC "Operation Safety" monthly theme program to work.**
- **SAN DIEGO—Improved records, more police plus solo patrol cars for traffic enforcement.**
- **SAN JOSE—Added school safety supervisors. This year offers full driver training course to all high school students, pedestrian enforcement program.**
- **SANTA MONICA—Traffic Division of IACP survey upped enforcement personnel and selectivity.**

Let's take a few case histories, starting with Riverside, Calif.

About five years ago, Riverside began its own Action Program. J. A. Bennett, Riverside's chief of police, and Oren King, city manager, pushed for action on some of the major needs pointed up by the Council's Analysis of the city's Inventory report.

They got plenty of official backing and enlisted public support for needed improvements. Mayor E. W. Dales pushed the project. He enlisted the services of Postmaster NaDell Jensen, who accepted the post of chairman of the Mayor's Traffic Committee, and with Mark Morgan, an executive of the Riverside Escrow Company, as secretary, they went to town to get Riverside the tools to do the right kind of traffic safety job.

One of the top recommendations was that the city survey its enforcement and engineering needs. So, as the Analysis was presented to the Riverside City Council, officials moved to secure a cost-recovery bid so that the Traffic Division of the International Association of Chiefs of Police could be called in to survey the city's needs in traffic police supervision and traffic engineering administration.

Riverside's survey by the IACP was a productive one. A separate traffic engineering department was set up and is now functioning to see that traffic moves expeditiously, safely on city streets. A modern records system has been installed with IBM machinery to process accident data for use by enforcement and engineering administrators. They know the score locally, and Riverside is moving up as a safe place to live and drive.

Enforcement efficiency has been doubled. Some police personnel has been added to cope with the growing of vehicles. But the greatest improvement has come via the solo motorcycle sq.—an innovation that has practically doubled the efficiency of the Riverside traffic police.

The Riverside court program has been streamlined, sparked by the leadership of Judge Elwood H. Rich. And the city's Traffic School has proved so popular that overflow attendance at population and increased registration each session is a customary thing.

Riverside began reporting in the Inventory in 1946. By last year, the city was rating 60 per cent of currently recommended performance for cities its size.

The performance standards are really a yardstick of a city or state's progress in traffic accident prevention, measured against the Action Program. They are developed as the Inventory reports are processed. Each activity is carefully checked against the standards of the guiding professional organizations,[2] or the levels of performance established.

A current performance standard is estimated as the level of performance reached by the top 30 per cent of reporting cities on an item of performance—say police manpower. The Inventory staff at NSC headquarters would go down the list on this item

(2) National Safety Council and a committee of specialists in accident records; Sub-committee of the National Committee on Uniform Traffic Laws and Ordinances; Institute of Traffic Engineers and American Association of State Highway Officials; International Association of Chiefs of Police; American Bar Association; School Advisory Group drawn from NSC, Automotive Safety Foundation, National Council of Chief State School Officers, National Education Association and the U. S. Office of Education.

from high to low rate. In a list of 100 cities reporting on this item, the 30th city in this list, thus rated, would provide the current performance standard for all cities in the group on this one item.

To the man on the street it adds up another way. As of September 18th, Riverside had ten persons killed in motor vehicle accidents this year against 12 last year. But—and this is a big BUT—there were 291 personal injury accidents during this period of 1957 against 522 for the same period the previous year, with 376 persons injured in the period in 1957 as opposed to 882 injured during the comparable period the year before.

In the big categories—fatal accidents and death record, P. I. accidents and injuries — Riverside chalked up tremendous gains—gains that are lifetime affairs.

The cost? It took selective enforcement and stepped-up operation of an under staffed traffic police division. In the first 18 days of September, 1957, they toted up 2,234 traffic citations and arrests, plus 1,612 other tickets for parking, mufflers, brakes, license and registration and other. And parking violations accounted for 1,553 of these.

What did it add up to? Property damage accidents dropped 41 per cent during the period. From 2,081 during the 1956 period to 938 for the same number of days last year.

And the police and the surgeons and the mortuaries of Riverside know the toll is down; know, too, that only the whisper of fate separates a serious property damage accident from a personal injury or a fatal one.

Stockton is another of the California cities that found gold in "them thar Inventory hills."

Stockton had been taking stock of its traffic performance since 1945. And in the years from 1952 to date, when traffic burst all bounds and the traffic toll soared everywhere else, Stockton was whittling away at the death record, bringing the injury and property damage statistics down in the face of increased registrations and a rise in traffic in and through the city.

With just about every blatherskite in creation giving something away—free for nothing—on radio or television these days, it would be small wonder if John Q. Citizen—with a weather eye on his date with "Uncle Whiskers" and the income tax, figured he could afford to win anything.

Folks in Stockton are a cosmopolitan lot. They buy no pigs in pokes, but—when they spot a bargain, they miss no chances to latch on to it. That's how they felt about the National Safety Council's Inventory and Analysis program. And when they heard the recommendations of the Council, they faced up to the stark realities of the traffic picture and went all-out for **action.**

Chief of Police Jack O'Keefe found a staunch supporter in Raymond A. Norwood, executive manager of the San Joaquin Safety Council, and G. Fred Hutton, its president. They beat the drums of public support for official action to make Stockton a safer place in which to live.

One of their first moves was to push the selection of a safety coordinator for the Stockton Unified Schools. And, when Edmund L. Lewis was hired for the job, they had chalked up a major gain.

In Stockton, the Analysis service really gets public attention. Today Stockton's school system is geared to integrate safety as part of a "way of life." The school patrol boys and the students participate all along the line, while the faculty has its own safety committees from elementary schools through college.

Students at Stockton College founded the San Joaquin County Student Safety Council, and traffic gets the closest scrutiny from these clear-eyed youngsters, who check everything from park-

THEY PAID MAJOR ATTENTION TO MAJOR NEEDS

RICHMOND'S DREAMS COME TRUE
Martin Wallen, traffic engineer, shows city-owned off-street parking lot, an Inventory suggestion.

BERKELEY'S DRIVER TRAINING
Suggested by Inventory Analysis, now a fact. Dr. John Urlaub (right) with high school students, instructor.

ing areas to crosswalks to see they are safe.

And, last year, the Stockton Unified Schools rated 97 per cent of the minimum performance standards in the Inventory program.

Drivers of the school buses have their own safety committee and come up with safety suggestions that indicate they spend considerable of their offtime thinking about how to up their safe performance.

Stockton has developed and adopted a master one-way street plan. A strong traffic division has been created within the Stockton Police Department. And accident record-keeping has been upgraded and greatly expanded use of the records is reported.

The traffic court program has been backed by strong public support. First, the court was streamlined to fit in with the requirements suggested by the American Bar Association. Selective enforcement hit the hotspots and a "no-fix" traffic ticket was introduced. The press and radio brought public backing for official action. And Stockton is well on the way to a brighter traffic future.

San Francisco is a "big league town," and in this "Bagdad-by-the-Bay," the Inventory and its predecessor—the National Traffic Safety Contest—is no novelty. San Francisco has been keeping its traffic scorecard since 1940.

But maybe the air is more energizing these days in this beautiful Coast metropolis, because things are happening trafficwise that didn't used to happen. One of the grim facts is that the death toll is climbing in San Francisco as more cars pour into the city from along the peninsula and across the Golden Gate. But, put these facts on the plus side:

1. An increase in police personnel.
2. Chemical tests for intoxication have begun. Education of police personnel and development of test experience has been underway for some time. And, when they go all-out, the drinking driver had better not use San Francisco streets.
3. A pedestrian protection program has been launched.
4. The Accident Records Bureau has been improved.
5. Traffic schools have been set up for traffic offenders.
6. Responsible school administrators have taken a personal interest in school traffic safety education.
7. Selective enforcement methods have been streamlined, improved. Traffic training for police recruits has been improved and in-service training for enforcement personnel upgraded and increased.

None of these things happened by accident. Paul J. Fanning, San Francisco's energetic director of personnel and safety of the city-owned Municipal Railway, who is president of the National Safety Council Chapter, and Iver Larson, the Chapter's executive vice president, give the salute to San Francisco's Mayor Christopher and the town's public officials and career public servants. But, whoever gets the credit, it's a "big league operation."

Across the bay, in Oakland, the Eastbay Chapter of the National Safety Council has been chalking up gains that are fabulous. Oakland itself offers a magnificent example of what a streamlined traffic control and accident prevention program can mean to the development of a city. But Oakland has done more than that. The Eastbay Chapter, NBC, covers the east side of the bay from north to south. And it has been a full-time operation.

Richmond-El Cerrito: John Motel was named as safety supervisor of the school district. Martin Wallen, Richmond's traffic engineer, and his associate, James Robertson, are working at their profession to Richmond's gain because the Analysis of their city's Inventory report pointed up the need for professional guidance in traffic control and the city passed the necessary legislation to create their jobs.

Turn Page

BELL'S STREETLIGHTING PROGRAM
Meeting I.E.S. requirements, street lighting program was but one of Inventory suggestions met.

MONTEREY'S SELECTIVE ENFORCEMENT
Captain Simpson briefs traffic squad on traffic hot spots where hazardous moving violations are highest.

JACKPOT

As a result of public action by officials and citizens of Richmond, when the city's need for an off-street parking lot was pointed out—one was built and is now in use. Traffic arterial studies, another recommendation of the NSC Analysis, have shown how Richmond streets can be more fully utilized to move traffic swifter and safer. So chalk up another gain for the Inventory and Analysis program, the Richmond City Manager Edwin S. Howell, and the Eastbay Chapter, NSC. With the top salute to Richmond folk who "bought" the recommendations.

Alameda is another city in the Eastbay territory. It, too, has created the post of traffic engineer, re-set the salary schedule to make the job attractive and, shortly, will have a traffic engineer to handle its tough traffic problem.

And—again in the area of the Eastbay Chapter, NSC, Berkeley and Oakland have doubled their driver training programs in the high schools (both classroom training and behind-the-wheel instruction).

DO IT YOURSELF

HERE'S a leaflet on the NSC In-Inventory program you can make yourself. Fold opposite page (after removing from magazine, cut along dotted line. You figure it from there.

It was no gimmick or gadget that worked these seeming miracles. In the first place, each of these cities had leadership—either in official circles, or among its business and industrial executives, or both.

When they began to apply the

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STOCKTON HIT THE TRAFFIC JACKPOT

▲ AND HERE'S A DOZEN REASONS WHY ▼

SCHOOL PATROL Captain Tavella chats with Officer Dustin and Ray Norwood.

CHECKING parking and crosswalks at Stockton College. Geraldine Garden and Miss Helen Growe.

SCHOOL bus drivers: Miss Zona Wilder, Mrs. Sarah McKenzie and Mrs. Lois Bowhanon check new mirror.

UNIFORM traffic ticket. Chief of Police O'Keefe, right, watches as police review use of "No-fix" ticket.

AWARDS

by the

NATIONAL SAFETY COUNCIL

ANNUAL INVENTORY of TRAFFIC SAFETY ACTIVITIES

NATIONAL SAFETY COUNCIL
425 North Michigan Avenue
Chicago 11, Illinois

FOLD AND CUT ON DOTTED LINE

AWARD OF HONOR

FOR OUTSTANDING PERFOMANCE IN ACCIDENT PREVENTION AND TRAFFIC MANAGEMENT AS SHOWN IN THE ANNUAL INVENTORY OF TRAFFIC SAFETY ACTIVITIES

This highest award of the National Safety Council in the field of traffic safety is given to—

States that achieve a performance evaluation of 85 per cent or more on all appraised sections of the Inventory.

Cities whose performance is evaluated at 80 per cent or more for all sections appraised.

AWARD OF MERIT

FOR COMMENDABLE PERFORMANCE IN ACCIDENT PREVENTION AND TRAFFIC MANAGEMENT AS SHOWN IN THE ANNUAL INVENTORY OF TRAFFIC SAFETY ACTIVITIES

The second highest Inventory award is presented to—

States whose performance on all appraised sections is evaluated at 75 per cent or more.

Cities achieving a performance evaluation of 70 per cent or more for all sections appraised.

CERTIFICATE OF ACHIEVEMENT

Certificates of achievement are presented for outstanding performance on certain sections of the Inventory.

Any State that receives an evaluation of 85 per cent or more and any city whose performance is evaluated at 80 per cent or more on any one of the following sections receives a Certificate for each outstanding achievement:

- **Accident Records**
- **School Traffic Safety Education**
- **Public Traffic Safety Education**
- **Organization for Traffic Safety Improvement**

IN ADDITION—A city having a record of no traffic deaths for the year and also achieving an evaluation of 50 per cent or more for total program activities receives a Certificate.

AS DOES—Any city or State that shows significant improvement in its death record over the average of the previous three years—as shown by an evaluation of 85 per cent or more for States and 80 per cent or more for cities in the Death and Injury Record section—and that also has a noteworthy traffic safety program, as shown by an average evaluation of 50 per cent or more for all sections considered in the award program.

The Annual Inventory of Traffic Safety Activities follows the recommendations of the President's Committee for Traffic Safety.

It is administered by the National Safety Council with the advice of professional organizations and committees of specialists in the various fields relating to the sections of the Inventory. These advisory groups are:

- **The American Bar Association**
- **The International Association of Chiefs of Police**
- **The Institute of Traffic Engineers**
- **The American Association of Motor Vehicle Administrators.**
- **Committees of specialists in school traffic safety education, public traffic safety education, maintenance of accident records, and safety organization.**

The Inventory is in ten sections for States—

1. Death and Injury Record
*2. Traffic Legislation
3. Accident Records
4. Traffic and Highway Engineering
5. Police Traffic Supervision
6. Driver Licensing
*7. Periodic Motor Vehicle Inspection
8. School Traffic Safety Education
9. Public Traffic Safety Education
10. Organization for Traffic Safety Improvement

IN ADDITION TO NATIONAL SAFETY COUNCIL AWARDS IN THE INVENTORY—

The American Bar Association presents awards for progress achieved by cities in improving court procedures and practices, as reported in the Traffic Courts section;

The International Association of Chiefs of Police gives awards for enforcement performance reported in the Police Traffic Supervision section;

The American Association of Motor Vehicle Administrators presents awards to States for performance reported in the Driver Licensing section.

AWARD OF MERIT

FOR CITIES OF 5,000 TO 10,000 POPULATION

FOR COMMENDABLE PERFORMANCE IN ACCIDENT PREVENTION AND TRAFFIC MANAGEMENT AS SHOWN IN THE ANNUAL INVENTORY OF TRAFFIC SAFETY ACTIVITIES

This is the only award for which cities in this population group are eligible. It is presented on the basis of a performance evaluation of 70 per cent or more on each appraised section in the Inventory.

6

National Safety Council

"RECOGNITION" AWARD

for States

IN RECOGNITION OF STATE-CITY COOPERATIVE EFFORTS IN CONTRIBUTING TO TRAFFIC SAFETY THROUGH 100 PER CENT PARTICIPATION IN THE ANNUAL INVENTORY OF TRAFFIC SAFETY ACTIVITIES.

This award is presented to those States reporting in the Inventory and also having all cities of 10,000 population and over in the State participating.

3

and nine sections for cities—

1. Death and Injury Record
*2. Traffic Ordinances
3. Accident Records
4. Traffic Engineering
5. Police Traffic Supervision
6. Traffic Courts
7. School Traffic Safety Education
8. Public Traffic Safety Education
9. Organization for Traffic Safety Improvement

*This section not presently considered in the Award Program.

By constituting the central repository of traffic safety information, the Inventory enables cities and States to compare their progress in traffic management and accident prevention with what is needed and with what other cities and States are doing.

The annual reports are evaluated at the National Safety Council on the basis of criteria established by the advisory groups, and a written analysis is prepared for each reporting city and State.

Each year the National Safety Council presents awards to cities of 10,000 population and over and to States in recognition of high performance in traffic safety activities, as shown in the Inventory.

The Traffic Inventory Awards Committee designates the cities and States to receive such recognition on the basis of policies developed by the Inventory Advisory Committee and approved by the Board of Directors of the National Safety Council.

Each award is represented by a plaque.

JACKPOT

From Page 26

Inventory to their local traffic situation, they began to keep score on the traffic toll, and—at the same time—toted up their assets and liabilities trafficwise. They found a yardstick of their degree of success in coping with the traffic problem. But—most of all, they found that traffic control and accident prevention must be worked for like a wage—cooperatively, along many and seemingly divergent lines, but all aimed at one common goal.

And, with this knowledge, came more requests for service—to train personnel in keeping score, spotting weaknesses as they developed.

Being practical men—both public officials and business executives wanted outside assistance and called on the field staff of the National Safety Council to bring the information to them. It works this way:

Coordination for traffic safety requires a Coordinator. He must have official position and repute to be of any use to a city. And his selection and appointment is a necessary first before any real progress can be achieved.

The Inventory Workshops, held regionally across the land, where district directors of the field staff of the National Safety Council lead discussions on Inventory problems, section by section, are, perhaps, the best method yet devised to develop local experts on the Action Program.

Techniques developed and used successfully in other communities are turned inside out to see if they will fit the needs of the local communities represented at these workshop sessions.

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RIVERSIDE COLLECTED SAFETY DIVIDENDS

BACKING—Mayor Dales (seated) with Postmaster Jensen and Mark Morgan (right) plan official action.

THE MACHINERY to keep records up to date is at work and investigation ups the quality of reports.

THE PUBLIC response is demonstrated by packed audiences at Riverside's traffic school sessions.

TRAFFIC solo squad reviewed by Chief of Police J. A. Bennett. Four more men have been added to squad.

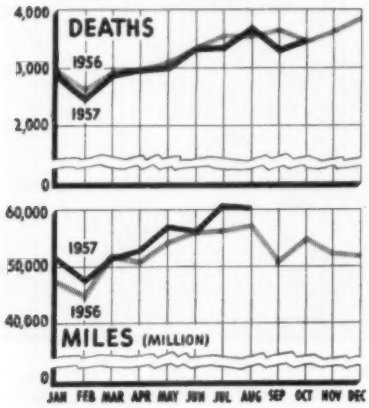
Latest Traffic Accident Data

From Page 4

The leading cities in each population group at the end of 10 months, ranked according to the number of deaths per 10,000 registered vehicles, were:

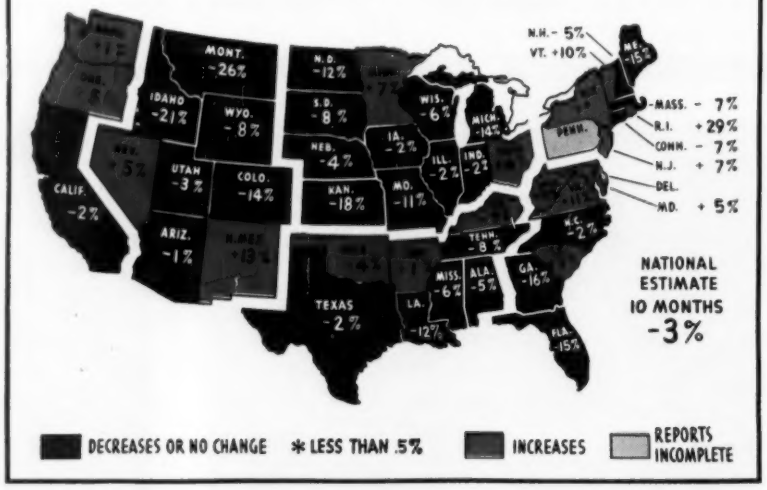
	Reg. Rate
Over 1,000,000 Population	
Detroit, Mich.	2.6
Chicago, Ill.	3.0
Philadelphia, Pa.	3.0
750,000-1,000,000 Population	
Washington, D. C.	2.9
San Francisco, Calif.	3.1
Baltimore, Md.	3.4
500,000-750,000 Population	
Seattle, Wash.	1.6
Milwaukee, Wis.	1.6
Minneapolis, Minn.	2.0
350,000-500,000 Population	
Denver, Colo.	1.7
Indianapolis, Ind.	1.7
Memphis, Tenn.	1.9
200,000-350,000 Population	
Norfolk, Va.	1.1
Wichita, Kan.	1.2
Syracuse, N. Y.	1.3
100,000-200,000 Population	
Montgomery, Ala.	0.2
Lubbock, Tex.	0.3
Hartford, Conn.	0.7
50,000-100,000 Population	
Lynn, Mass.	0.0
Pensacola, Fla.	0.3
Charleston, W. Va.	0.3
25,000-50,000 Population	
Yakima, Wash.	0.0
Billings, Mont.	0.0
Ann Arbor, Mich.	0.0
10,000-25,000 Population	
Benton Harbor, Mich.	0.0
Fort Myers, Fla.	0.0
Fair Lawn, N. J.	0.0

MONTHLY MOTOR VEHICLE DEATHS AND TRAFFIC TRENDS 1956-1957



The National Office of Vital Statistics has just released its official tally of motor-vehicle deaths for 1956. The total was 39,628. This figure did not exceed the highest total on record as was feared earlier, but actually was below both the 1941 and 1937 totals of 39,967, and 39,643, respectively.

CHANGES IN MOTOR-VEHICLE DEATHS
FIRST 10 MONTHS, 1956 TO 1957



MOTOR VEHICLE DEATHS AND DEATH RATES

1955, 1956 and 1957

Month	1955	1956	1957	1955-57 Change	1956-57 Change
January	2 810	2,954	2,870	+ 2%	—3%
February	2 319	2,652	2,470	+ 7%	—7%
March	2 602	2,940	2,880	+11%	—2%
April	2,753	2,970	2,970	+ 8%	0%
May	3,101	3,094	3,000	— 3%	—3%
June	2,982	3,338	3,340	+12%	0%
July	3 350	3,555	3,310	— 1%	—7%
August	3,586	3,535	3,710	+ 3%	+5%
September	3,446	3,653	3,320	— 4%	—9%
October	3,918	3,476	3,480	—11%	0%
Ten Months	30,867	32,167	31,350	+ 2%	—3%
November	3,559	3,603			
December	4,000	3,858			
Total	38,426	39,628			

All 1955 and 1956 figures are from the National Office of Vital Statistics.

All other figures are National Safety Council estimates. The 1957 national estimate is arrived at by assuming that the percentage change from 1956 to 1957 in the states reporting for both years reflects the 1956-1957 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures above for 1957 may differ slightly from figures for the same months which will be published in future issues of TRAFFIC SAFETY.

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included; nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1957 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1956 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1957 compared with 1956.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of Census.

	Ten Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
ALL REPORTING CITIES				2.2	9.0
Group I (1,000,000 and over)					
1. Detroit, Mich.	143	160	167	2.6	9.3
2. Chicago, Ill.	251	277	304	3.0	8.2
3. Philadelphia, Pa.	125	141	137	3.0	7.2
All cities in this group				3.3	8.9
4. Los Angeles, Calif.	327	317	282	3.5	17.5
5. New York, N. Y.	457	455	515	3.8	7.0
Group II (750,000 to 1,000,000)					
1. Washington, D. C.	52	44	57	2.9	7.3
2. San Francisco, Calif.	72	69	64	3.1	11.1
All cities in this group				3.3	10.4
3. Baltimore, Md.	87	97	78	3.4	11.0
4. Cleveland, Ohio	93	77	74	3.6	12.2
Group III (500,000 to 750,000)					
1. Seattle, Wash.	35	51	20	1.6	7.3
2. Milwaukee, Wis.	33	58	36	1.6	5.6
3. Minneapolis, Minn.	34	31	31	2.0	7.8
4. Dallas, Texas	50	42	31	2.3	10.9
5. Boston, Mass.	37	56	46	2.5	6.1
All cities in this group				2.5	9.0
6. Buffalo, N. Y.	42	42	42	2.6	8.7
7. Pittsburgh, Pa.	42	47	52	2.6	7.4
8. Houston, Texas	76	59	70	2.8	12.8
9. Cincinnati, Ohio	52	41	58	3.5	12.4
10. New Orleans, La.	62	54	48	4.4	12.4
Group IV (350,000 to 500,000)					
1. Denver, Colo.	30	30	34	1.7	8.7
2. Indianapolis, Ind.	32	34	36	1.7	9.0
3. Memphis, Tenn.	22	33	30	1.9	6.5
4. Kansas City, Mo.	28	31	30	2.0	7.4
5. Louisville, Ky.	26	53	45	2.0	8.1
6. Portland, Ore.	35	33	34	2.0	10.2
All cities in this group				2.5	10.4
7. Columbus, Ohio	43	33	35	2.9	12.0
8. Oakland, Calif.	40	46	27	3.1	12.5
9. San Diego, Calif.	49	48	45	3.5	11.9
10. Atlanta, Ga.	62	48	52	4.3	17.4
Group V (200,000 to 350,000)					
1. Norfolk, Va.	8	14	7	1.1	4.5
2. Wichita, Kan.	13	11	9	1.2	6.9
3. Syracuse, N. Y.	9	12	6	1.3	5.0
4. Oklahoma City, Okla.	18	14	15	1.5	8.9
5. Rochester, N. Y.	18	9	20	1.5	6.5
6. Miami, Fla.	28	29	24	1.6	13.0
7. Jacksonville, Fla.	14	14	24	1.8	8.2
8. Richmond, Va.	17	28	19	1.9	8.6
9. Providence, R. I.	15	10	14	1.9	7.2
10. Dayton, Ohio	22	22	24	1.9	10.8
11. Toledo, Ohio	25	20	21	2.0	9.9
12. St. Paul, Minn.	22	21	30	2.0	8.5
13. Tampa, Fla.	19	30	20	2.0	10.5
14. Worcester, Mass.	10	13	13	2.1	5.9
15. Fort Worth, Texas	28	43	25	2.2	10.2
All cities in this group				2.2	10.2
16. Omaha, Neb.	23	24	18	2.5	11.0
17. Birmingham, Ala.	34	39	36	3.3	12.5
18. Long Beach, Calif.	46	29	30	4.2	22.0
19. Akron, Ohio	47	30	21	4.6	20.5
Group VI (100,000 to 200,000)					
1. Montgomery, Ala.	1	5	7	0.2	1.1
2. Lubbock, Texas	1	4	9	0.3	1.1
3. Hartford, Conn.	3	7	9	0.7	2.0
4. Lincoln, Neb.	3	9	1	0.7	3.1
5. Phoenix, Ariz.	11	20	19	0.9	10.2
6. Baton Rouge, La.	5	8	4	1.0	4.8
7. Springfield, Mass.	6	16	10	1.2	4.3
8. Yonkers, N. Y.	5	8	5	1.2	3.4
9. Nashville, Tenn.	10	24	16	1.2	6.9
10. Arlington, Va.	6	9	4	1.3	5.3
11. Trenton, N. J.	7	6	4	1.3	6.6
12. Berkeley, Calif.	5	10	3	1.3	5.3
13. Knoxville, Tenn.	7	8	10	1.3	6.7
14. Allentown, Pa.	5	4	10	1.3	5.6
15. Niagara Falls, N. Y.	4	14	8	1.3	4.8
16. Salt Lake City, Utah	10	19	12	1.3	6.6
17. Sacramento, Calif.	11	19	14	1.4	8.4
18. South Bend, Ind.	7	9	3	1.4	7.2
19. Flint, Mich.	12	18	26	1.4	8.8
20. Fort Wayne, Ind.	9	10	7	1.4	7.5
21. Waterbury, Conn.	4	5	11	1.5	4.6
22. Kansas City, Kan.	8	4	11	1.5	7.4
23. Austin, Texas	8	12	18	1.5	7.2
24. Amarillo, Texas	6	10	8	1.5	7.2
25. Grand Rapids, Mich.	15	19	12	1.6	10.2
26. Des Moines, Iowa	12	7	12	1.6	8.1
27. Fresno, Calif.	13	6	8	1.7	14.5
28. Peoria, Ill.	8	5	11	1.7	8.4
29. Little Rock, Ark.	7	13	2	1.8	7.8
30. Utica, N. Y.	5	0	4	1.8	5.9
31. Rockford, Ill.	10	4	9	1.8	10.7
All cities in this group				1.8	8.6
32. Shreveport, La.	11	17	6	1.9	10.4
33. Erie, Pa.	10	7	8	1.9	9.2
34. Canton, Ohio	10	12	6	2.0	10.3
35. Evansville, Ind.	10	11	7	2.0	9.3
36. New Haven, Conn.	9	8	6	2.1	6.6
37. Tacoma, Wash.	13	11	13	2.2	9.9
38. Corpus Christi, Texas	12	15	17	2.2	13.3
39. Glendale, Calif.	10	12	6	2.2	11.4
40. Savannah, Ga.	9	10	14	2.3	9.0
41. Albuquerque, N. M.	16	5	11	2.4	13.9
42. Bridgeport, Conn.	12	10	7	2.4	9.1
43. Youngstown, Ohio	15	19	20	2.4	10.7
44. San Jose, Calif.	17	22	11	2.5	16.0
45. Reading, Pa.	10	2	6	2.8	11.0
46. Gary, Ind.	16	19	16	2.9	11.4
47. Chattanooga, Tenn.	15	19	9	3.3	13.7
48. Pasadena, Calif.	18	13	14	3.4	20.7
49. Duluth, Minn.	12	9	10	3.4	13.8
50. Elizabeth, N. J.	11	11	5	3.5	11.7
51. Mobile, Ala.	19	23	14	4.1	13.1
Group VII (50,000 to 100,000)					
1. Lynn, Mass.	0	2	1	0.0	0.0
2. Pensacola, Fla.	1	4	3	0.3	2.4
3. Charlestown, W. Va.	1	2	6	0.3	1.6
4. Racine, Wis.	1	3	5	0.4	1.7
5. Mt. Vernon, N. Y.	1	2	4	0.4	1.6
6. Pawtucket, R. I.	1	5	2	0.4	1.5
7. Kenosha, Wis.	1	1	4	0.5	2.2
8. Springfield, Ill.	2	3	11	0.5	2.8
9. New Rochelle, N. Y.	1	4	2	0.5	1.7
10. Alameda, Calif.	1	1	2	0.6	1.7
11. Brookline, Mass.	1	2	3	0.7	2.1
12. Terre Haute, Ind.	2	9	8	0.7	3.7
13. Raleigh, N. C.	3	4	2	0.7	5.5
14. Burbank, Calif.	3	3	5	0.8	4.1
15. Augusta, Ga.	2	6	5	0.8	3.4
16. Santa Barbara, Calif.	2	1	7	0.8	4.7
17. Pontiac, Mich.	3	6	11	0.8	4.9
18. Abilene, Texas	2	2	5	0.8	4.0
19. St. Joseph, Mo.	2	4	2	0.8	3.1
20. Orlando, Fla.	4	5	3	0.8	9.2
21. Colorado Spgs., Colo.	3	5	3	0.9	5.8
22. Manchester, N. H.	2	6	4	0.9	2.9
23. Fort Lauderdale, Fla.	4	7	6	0.9	7.6
24. Springfield, Ohio	3	3	6	0.9	4.6
25. Lexington, Ky.	3	4	3	1.0	6.5
26. Lakewood, Ohio	2	4	2	1.0	3.5
27. Kalamazoo, Mich.	4	8	3	1.0	8.3
28. New Britain, Conn.	2	1	6	1.0	3.3
29. Columbus, Ga.	3	2	6	1.0	4.5
30. Schenectady, N. Y.	4	1	2	1.0	5.2
31. Wichita Falls, Texas	3	5	3	1.0	4.0
32. Hamilton, Ohio	3	4	4	1.0	6.2
33. Oak Park, Ill.	2	9	4	1.0	3.9
34. W. Palm Beach, Fla.	3	9	2	1.0	7.1
35. Muncie, Ind.	3	7	4	1.1	6.2
36. Charleston, S. C.	2	4	3	1.1	3.4
37. Greenville, S. C.	4	6	3	1.1	8.2
38. Lake Charles, La.	3	2	2	1.2	6.4
39. Anderson, Ind.	3	3	4	1.2	7.2
40. Stamford, Conn.	3	4	8	1.2	4.8
41. Evanston, Ill.	3	3	2	1.2	4.8
42. Dubuque, Iowa	2	2	4	1.2	4.7
43. Madison, Wis.	5	3	4	1.3	6.2
44. Richmond, Calif.	3	10	5	1.3	3.6
45. Pittsfield, Mass.	2	2	9	1.3	4.3
46. Medford, Mass.	2	6	1	1.3	3.7
47. Jackson, Mich.	4	5	5	1.3	9.4
48. Bay City, Mich.	3	4	2	1.3	6.9
49. Sioux Falls, S. D.	3	3	3	1.3	6.8
50. Lancaster, Pa.	4	4	2	1.3	7.5
51. Wilkes-Barre, Pa.	3	2	2	1.3	4.7
52. Alexandria, Va.	5	5	1	1.4	9.7
53. Waltham, Mass.	2	5	4	1.4	4.8
54. Lansing, Mich.	7	4	6	1.5	9.1
55. Jackson, Miss.	6	7	11	1.5	7.3
56. Topeka, Kan.	6	5	4	1.5	8.7
57. Macon, Ga.	5	2	6	1.5	8.5
58. Waterloo, Iowa	4	4	3	1.6	7.4
59. Joliet, Ill.	5	8	6	1.6	9.7
All cities in this group				1.6	8.1
60. Tucson, Ariz.	11	11	2	1.7	25.0
61. Portsmouth, Va.	4	4	2	1.7	6.0
62. Santa Ana, Calif.	6	6	9	1.7	10.4
63. Davenport, Iowa	5	7	4	1.8	8.1
64. West Allis, Wis.	3	2	1	1.8	6.5
65. Decatur, Ill.	6	5	3	1.8	9.7
66. Pueblo, Colo.	6	2	9	1.8	11.3
67. Lorain, Ohio	4	4	4	1.8	9.4
68. Johnston, Pa.	5	1	9	1.8	9.5
69. Royal Oak, Mich.	6	5	3	1.8	10.2
70. Durham, N. C.	5	3	2	1.8	8.4
71. Hayward, Calif.	5	6	2	1.9	10.9
72. Passaic, N. J.	3	3	2	2.0	6.2
73. Binghamton, N. Y.	6	3	6	2.0	8.9
74. Green Bay, Wis.	5	7	4	2.0	11.4
75. Battle Creek, Mich.	6	0	5	2.0	14.0
76. Pomona, Calif.	5	2	7	2.1	10.2
77. Aurora, Ill.	5	0	2	2.2	10.6
78. Waco, Texas	8	11	8	2.2	11.3
79. Winston-Salem, N. C.	10	6	4	2.5	13.7
80. Greensboro, N. C.	9	4	4	2.5	14.5
81. Covington, Ky.	5	6	3	2.5	9.3
82. Saginaw, Mich.	11	10	10	2.6	14.2
83. Bethlehem, Pa.	6	8	4	2.6	10.9
84. Brockton, Mass.	5	2	6	2.7	9.6
85. Compton, Calif.	8	5	10	2.7	15.1
86. Portland, Me.	6	11	5	2.7	9.3
87. Woonsocket, R. I.	4	2	5	2.8	9.6
88. Stockton, Calif.	14	8	9	2.8	22.3
89. Columbia, S. C.	10	6	3	2.9	12.5
90. Springfield, Mo.	9	2	5	2.9	16.2
91. Sioux City, Iowa	8	10	1	2.9	11.4
92. Beaumont, Texas	11	6	8	3.0	14.0
93. San Bernardino, Calif.	13	11	10	3.1	18.8
94. Asheville, N. C.	7	2	8	3.1	15.8
95. Gadsden, Ala.	4	3	3	3.2	8.6
96. East Chicago, Ind.	5	7	1	3.5	11.0
97. East Orange, N. J.	8	8	3	3.5	12.1
98. Wheeling, W. Va.	7	4	6	3.7	14.3
99. Atlantic City, N. J.	4	10	8	3.8	7.8
100. Santa Monica, Calif.	10	8	8	4.3	16.0
101. Hammond, Ind.	17	12	5	5.7	23.3
102. Fort Smith, Ark.	10	4	3	5.7	21.3
Group VIII (25,000 to 50,000)					
1. Yakima, Wash.	0	2	1	0.0	0.0
2. Billings, Mont.	0	1	3	0.0	0.0
3. Ann Arbor, Mich.	0	3	1	0.0	0.0
4. Spartanburg, S. C.	0	2	4	0.0	0.0

	Ten Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
5. Poughkeepsie, N. Y.	0	1	3	0.0	0.0
6. Kokomo, Ind.	0	1	3	0.0	0.0
7. St. Clair Shores, Mich.	0	5	5	0.0	0.0
8. West Haven, Conn...	0	5	5	0.0	0.0
9. Richmond, Ind.	0	1	1	0.0	0.0
10. Great Falls, Mont.	0	2	3	0.0	0.0
11. Rock Island, Ill.	0	7	2	0.0	0.0
12. Enid, Okla.	0	1	2	0.0	0.0
13. Cuyahoga Falls, Ohio	0	4	0	0.0	0.0
14. Bloomington, Ind.	0	0	0	0.0	0.0
15. Fargo, N. D.	0	0	2	0.0	0.0
16. Eau Claire, Wis.	0	1	7	0.0	0.0
17. Rome, N. Y.	0	0	0	0.0	0.0
18. Galesburg, Ill.	0	1	2	0.0	0.0
19. Wausau, Wis.	0	1	2	0.0	0.0
20. Daly City, Calif.	0	1	0	0.0	0.0
21. Jackson, Tenn.	0	0	5	0.0	0.0
22. Mason City, Iowa	0	1	0	0.0	0.0
23. Walla Walla, Wash.	0	1	0	0.0	0.0
24. Fond du Lac, Wis.	0	1	1	0.0	0.0
25. New Kensington, Pa.	0	1	1	0.0	0.0
26. National City, Calif.	0	1	4	0.0	0.0
27. New London, Conn.	0	6	1	0.0	0.0
28. Richfield, Minn.	0	0	0	0.0	0.0
29. Greenville, Miss.	0	2	0	0.0	0.0
30. Burlington, Vt.	0	2	1	0.0	0.0
31. Shaker Heights, Ohio	0	1	0	0.0	0.0
32. Winona, Minn.	0	6	5	0.0	0.0
33. Concord, N. H.	0	1	3	0.0	0.0
34. Annapolis, Md.	0	1	3	0.0	0.0
35. Boise, Idaho	1	3	3	0.3	3.5
36. Tallahassee, Fla.	1	0	1	0.6	3.1
37. Elmira, N. Y.	1	3	1	0.6	2.4
38. Hutchinson, Kan.	1	2	1	0.6	3.3
39. Casper, Wyo.	1	2	1	0.6	3.4
40. Council Bluffs, Iowa	1	4	1	0.6	2.6
41. Vallejo, Calif.	1	3	4	0.6	3.4
42. Plainfield, N. J.	1	1	2	0.6	2.8
43. Zanesville, Ohio	1	4	1	0.6	3.0
44. Appleton, Wis.	1	2	4	0.6	3.5
45. Culver City, Calif.	1	2	5	0.6	3.8
46. Bellingham, Wash.	1	4	3	0.7	3.3
47. Rome, Ga.	1	3	3	0.7	4.1
48. Parkersburg, W. Va.	1	4	0	0.7	4.0
49. Newburgh, N. Y.	1	2	2	0.7	3.8
50. W. Hartford, Conn.	1	3	2	0.7	2.7
51. Oxnard, Calif.	1	10	3	0.7	4.2
52. Arlington, Mass.	1	1	2	0.7	2.5
53. Elmhurst, Ill.	1	0	0	0.8	3.5
54. Gainesville, Fla.	1	1	0	0.8	4.5
55. Granite City, Ill.	1	5	2	0.8	3.5
56. Maywood, Ill.	1	2	1	0.8	4.3
57. Kingston, N. Y.	1	0	0	0.8	3.9
58. Hamden, Conn.	1	3	2	0.8	4.0
59. Norwich, Conn.	1	4	1	0.8	3.2
60. Reno, Nev.	2	1	2	0.9	7.4
61. West Orange, N. J.	1	2	2	0.9	4.2
62. Fitchburg, Mass.	1	2	1	0.9	2.8
63. White Plains, N. Y.	2	6	2	0.9	4.8
64. Torrington, Conn.	1	0	2	0.9	4.3
65. Hackensack, N. J.	1	2	3	0.9	4.1
66. St. Cloud, Minn.	1	3	3	0.9	4.2
67. Chicago Heights, Ill.	1	1	5	0.9	4.2
68. Bangor, Me.	1	2	2	0.9	3.8
69. High Point, N. C.	2	2	2	1.0	6.0
70. Freeport, Ill.	1	2	0	1.0	4.7
71. Teaneck, N. J.	1	1	6	1.1	3.6
72. Cheyenne, Wyo.	2	0	0	1.1	7.5
73. Easton, Pa.	2	3	2	1.1	6.7
74. Bristol, Conn.	1	4	3	1.1	3.3
75. Elyria, Ohio	2	1	0	1.2	7.9
76. Urbana, Ill.	1	1	2	1.2	4.4
77. Mansfield, Ohio	3	9	2	1.2	8.3
78. Grand Forks, N. D.	1	2	1	1.2	4.5
79. Owensboro, Ky.	2	4	2	1.2	7.1
80. La Crosse, Wis.	2	4	0	1.2	5.1
81. Hagerstown, Md.	2	1	5	1.3	6.6
82. Tuscaloosa, Ala.	2	4	4	1.3	5.2
83. Palo Alto, Calif.	3	5	1	1.3	8.8
84. Hamtramck, Mich.	2	4	2	1.4	5.5
85. Marion, Ohio	2	0	2	1.4	7.1
86. Daytona Beach, Fla.	2	3	1	1.4	7.9
87. East Cleveland, Ohio	2	1	2	1.4	6.0
88. Portsmouth, Ohio	2	8	6	1.4	6.5
89. Belmont, Mass.	1	1	2	1.5	4.2
90. Rochester, Minn.	2	0	2	1.5	8.0
91. Ferndale, Mich.	2	2	1	1.5	8.1
92. Odessa, Texas	4	1	1	1.5	16.3
All cities in this group				1.5	7.7
93. Michigan City, Ind.	2	1	2	1.6	7.6
94. Linden, N. J.	2	2	5	1.6	7.8
95. Park Forest, Ill.	1	1	0	1.6	4.3
96. Everett, Wash.	3	1	6	1.6	10.3
97. Beverly Hills, Calif.	3	3	3	1.6	11.8
98. Muskegon, Mich.	5	3	0	1.6	12.4
99. Elgin, Ill.	3	5	3	1.6	7.6
100. Monrovia, Calif.	2	4	0	1.7	9.5
101. Parma, Ohio	3	4	3	1.7	12.5
102. San Leandro, Calif.	4	2	4	1.8	14.7
103. Manitowoc, Wis.	2	0	1	1.8	8.7
104. St. Louis Pk., Minn.	2	1	2	1.8	6.8
105. Kearny, N. J.	2	4	9	1.8	6.0
106. Petersburg, Va.	2	5	2	1.9	6.8
107. Albany, Ga.	3	6	2	1.9	11.5
108. Salina, Kan.	3	1	1	1.9	11.1
109. Warren, Ohio	5	5	5	2.0	12.0
110. Sheboygan, Wis.	3	2	2	2.0	8.5
111. Midland, Texas	4	2	0	2.0	14.5
112. Lwr. Merion Twp., Pa.	3	3	3	2.1	7.4
113. Champaign, Ill.	3	4	2	2.1	8.0
114. Chicopee, Mass.	3	3	6	2.1	7.3
115. Tyler, Texas	5	3	4	2.2	15.0
116. Coral Gables, Fla.	3	6	2	2.3	12.3
117. Wilmington, N. C.	4	5	4	2.3	10.7
118. Euclid, Ohio	3	5	1	2.3	8.7
119. Elkhart, Ind.	5	0	2	2.4	15.5
120. Steubenville, Ohio	3	1	2	2.4	10.0
121. Vineland, N. J.	3	10	7	2.4	10.9
122. Bloomfield, N. J.	4	2	1	2.5	9.7
123. Moline, Ill.	4	4	3	2.5	11.9
124. Lockport, N. Y.	3	2	2	2.5	14.3
125. Wyandotte, Mich.	6	2	4	2.6	19.6
126. Kettering, Ohio	5	2	1	2.6	15.7
127. Wauwatosa, Wis.	4	2	4	2.6	14.4
128. Oshkosh, Wis.	4	1	1	2.7	11.7
129. Highland Pk., Mich.	5	4	7	2.8	12.9
130. Pocatello, Idaho	4	1	0	2.8	17.7
131. Rapid City, S. D.	4	3	3	2.9	19.0
132. Meriden, Conn.	4	5	5	2.9	10.9
133. Milford, Conn.	3	1	2	2.9	13.4
134. Montclair, N. J.	3	2	2	3.0	8.2
135. Beloit, Wis.	4	0	1	3.0	16.2
136. Mishawaka, Ind.	4	1	0	3.0	14.1
137. Danbury, Conn.	4	3	2	3.0	15.8
138. Barberton, Ohio	4	2	2	3.1	17.3
139. Quincy, Ill.	5	7	4	3.1	14.2
140. Sandusky, Ohio	4	2	4	3.1	16.3
141. Newport News, Va.	4	1	1	3.2	11.3
142. Lynchburg, Va.	5	3	3	3.2	12.6
143. Burlington, Iowa	4	2	1	3.4	15.7
144. Middletown, Conn.	3	4	2	3.5	12.1
145. Danville, Va.	5	4	2	3.6	13.4
146. Fairmont, W. Va.	4	0	0	3.6	16.4
147. Fairfield, Conn.	4	3	7	3.7	15.7
148. East Hartford, Conn.	5	2	1	3.8	20.1
149. Vancouver, Wash.	8	3	1	3.9	22.9
150. Middletown, Ohio	7	3	3	4.2	24.9
151. Stratford, Conn.	6	0	0	4.5	21.6
152. Clearwater, Fla.	7	5	2	4.7	28.9
153. Temple, Texas	5	5	2	4.7	23.5
154. Lincoln Park, Mich.	7	5	2	4.9	28.7
155. West Covina, Calif.	5	3	5	4.9	14.7
156. Superior, Wis.	5	3	3	5.7	17.0
157. Greenwich, Conn.	9	4	6	6.7	26.5
158. Manchester, Conn.	8	9	2	6.8	28.2
159. Norwalk, Conn.	9	6	6	7.6	21.8

Group IX (10,000 to 25,000)

1. Benton Harbor, Mich.	0	1	3	0.0	0.0
2. Fort Myers, Fla.	0	1	0	0.0	0.0
3. Fair Lawn, N. J.	0	0	3	0.0	0.0
4. Waukesha Wis.	0	3	2	0.0	0.0
5. Austin, Minn.	0	1	0	0.0	0.0
6. Sumter, S. C.	0	0	2	0.0	0.0
7. Lodi, Calif.	0	2	0	0.0	0.0
8. Uniontown, Pa.	0	1	1	0.0	0.0
9. Longview, Wash.	0	0	1	0.0	0.0
10. Hazel Park, Mich.	0	2	3	0.0	0.0
11. Kinston, N. C.	0	1	1	0.0	0.0
12. Richland, Wash.	0	1	0	0.0	0.0
13. Fremont, Ohio	0	4	0	0.0	0.0
14. La Grange, Ill.	0	0	0	0.0	0.0
15. Floral Park, N. Y.	0	0	0	0.0	0.0
16. Lufkin, Texas	0	1	1	0.0	0.0
17. Meadville, Pa.	0	1	1	0.0	0.0
18. Great Bend, Kan.	0	2	2	0.0	0.0
19. Ames, Iowa	0	1	1	0.0	0.0
20. Plainview, Texas	0	0	1	0.0	0.0
21. Whitefish Bay, Wis.	0	0	1	0.0	0.0
22. Bismarck, N. D.	0	0	0	0.0	0.0
23. Port Chester, N. Y.	0	3	1	0.0	0.0
24. Sedalia, Mo.	0	0	0	0.0	0.0
25. Helena, Mont.	0	0	1	0.0	0.0
26. Frederick, Md.	0	0	1	0.0	0.0
27. Bloomington, Minn.	0	2	2	0.0	0.0
28. Huntington, Ind.	0	2	0	0.0	0.0
29. Frankfort, Ind.	0	0	0	0.0	0.0
30. Goshen, Ind.	0	1	1	0.0	0.0
31. North Platte, Neb.	0	0	0	0.0	0.0
32. Pittsburg, Calif.	0	1	0	0.0	0.0
33. Denton, Texas	0	0	3	0.0	0.0
34. Bristol, Pa.	0	0	1	0.0	0.0
35. Hibbing, Minn.	0	0	0	0.0	0.0
36. Corvallis, Ore.	0	3	0	0.0	0.0
37. Jeffersonville, Ind.	0	0	3	0.0	0.0
38. Valparaiso, Ind.	0	0	1	0.0	0.0
39. Pittsburg, Kan.	0	1	0	0.0	0.0
40. Griffin, Ga.	0	0	2	0.0	0.0
41. Connersville, Ind.	0	1	1	0.0	0.0
42. Highland Park, Ill.	0	1	7	0.0	0.0
43. Peru, Ind.	0	1	0	0.0	0.0
44. Mt. Vernon, Ill.	0	1	2	0.0	0.0
45. Cape Girardeau, Mo.	0	1	1	0.0	0.0
46. W. Springfield, Mass.	0	4	1	0.0	0.0
47. So. St. Paul, Minn.	0	0	2	0.0	0.0
48. Sterling, Ill.	0	1	0	0.0	0.0
49. Emporia, Kan.	0	0	0	0.0	0.0
50. Wisconsin Rpds., Wis.	0	0	1	0.0	0.0
51. Bellevue, Pa.	0	0	0	0.0	0.0
52. East Lansing, Mich.	0	0	1	0.0	0.0
53. Highland Pk., Texas	0	0	0	0.0	0.0
54. Moorhead, Minn.	0	0	2	0.0	0.0
55. Elmwood Park, Ill.	0	1	4	0.0	0.0
56. Canton, Ill.	0	0	0	0.0	0.0
57. North Adams, Mass.	0	1	3	0.0	0.0
58. Newton, Kan.	0	1	0	0.0	0.0
59. Norfolk, Neb.	0	0	0	0.0	0.0
60. Attleboro, Mass.	0	0	1	0.0	0.0
61. Stevens Point, Wis.	0	2	0	0.0	0.0
62. Mt. Pleasant, Mich.	0	1	0	0.0	0.0
63. Owatonna, Minn.	0	0	0	0.0	0.0
64. Faribault, Minn.	0	1	0	0.0	0.0
65. Rocky River, Ohio	0	0	1	0.0	0.0
66. East Moline, Ill.	0	0	0	0.0	0.0
67. Winfield, Kan.	0	0	0	0.0	0.0
68. Lamesa, Texas	0	1	0	0.0	0.0
69. Fergus Falls, Minn.	0	0	0	0.0	0.0
70. Bristol, Va.	0	0	1	0.0	0.0
71. St. Joseph, Mich.	0	0	0	0.0	0.0
72. So. Orange, N. J.	0	0	0	0.0	0.0
73. River Rouge, Mich.	0	3	2	0.0	0.0
74. Logan, Utah	0	0	1	0.0	0.0
75. Albany, Calif.	0	0	0	0.0	0.0
76. Gardner, Mass.	0	2	0	0.0	0.0
77. Garden City, Kan.	0	2	0	0.0	0.0
78. Conneaut, Ohio	0	0	0	0.0	0.0
79. Villa Park, Ill.	0	1	5	0.0	0.0
80. Mitchell, S. D.	0	0	1	0.0	0.0
81. Atchison, Kan.	0	1	2	0.0	0.0
82. Marshfield, Wis.	0	0	1	0.0	0.0
83. Darien, Conn.	0	1	5	0.0	0.0
84. Central Falls, R. I.	0	0	0	0.0	0.0
85. Virginia, Minn.	0	1	0	0.0	0.0
86. Albion, Mich.	0	2	0	0.0	0.0
87. State College, Pa.	0	0	0	0.0	0.0
88. Du Bois, Pa.	0	1	0	0.0	0.0
89. Hornell, N. Y.	0	0	0	0.0	0.0
90. Red Wing, Minn.	0	0	1	0.0	0.0
91. Bemidji, Minn.	0	0	2	0.0	0.0
92. Moscow, Idaho	0	0	0	0.0	0.0
93. Cadillac, Mich.	0	0	1	0.0	0.0
94. La Salle, Ill.	0	0	2	0.0	0.0
95. Two Rivers, Wis.	0	0	0	0.0	0.0
96. West Lafayette, Ind.	0	0	1	0.0	0.0
97. Webster, Mass.	0	0	2	0.0	0.0
98. Amherst, Mass.	0	0	0	0.0	0.0
99. Takoma Park, Md.	0	1	0	0.0	0.0
100. Donora, Pa.	0	1	0	0.0	0.0
101. Aurora, Colo.	1	0	0	0.6	10.5
102. Santa Cruz, Calif.	1	1	1	0.7	5.3
103. Robbinsdale, Minn.	1	1	0	0.7	10.6
104. So. Euclid, Ohio	1	1	1	0.7	7.8
105. Pasadena, Texas	1	0	4	0.8	3.3
106. Janesville, Wis.	1	0	0	0.8	4.8
107. Greensburg, Pa.	1	1	1	0.9	7.1
108. Westfield, N. J.	1	3	0	0.9	5.7
109. Rock Hill, S. C.	1	1	6	0.9	4.9
110. Shorewood, Wis.	1	0	3	0.9	7.4
111. El Cerrito, Calif.	1	2	0	0.9	5.1
112. Bell, Calif.	1	2	0	1.0	6.5
113. Houma, La.	1	0	0	1.0	6.9
114. Rahway, N. J.	1	2	6	1.0	5.6
115. Morristown, N. J.	1	0	0	1.0	7.0
116. Kenmore, N. Y.	1	0	1	1.1	5.7
117. Wooster, Ohio	1	1	2	1.1	8.6
118. Homewood, Ala.	1	0	1	1.1	6.7
119. Tiffin, Ohio	1	0	0	1.1	6.3
120. East Haven, Conn.	1	0	0	1.2	9.8
121. Denison, Texas	1	4	2	1.2	6.9
122. Ashland, Ohio	1	1	2	1.2	8.4
123. Mt. Clemens, Mich.	2	0	1	1.3	14.1
124. Marietta, Ohio	1	0	1	1.3	7.5
125. Modesto, Calif.	4	5	4	1.3	27.6
126. Streator, Ill.	1	0	0	1.3	6.9
127. Cranford, N. J.	1	0	0	1.3	6.5
128. Ventura, Calif.	2	3	2	1.3	14.5
129. So. Portland, Me.	1	0	0	1.3	5.5
130. Wilmette, Ill.	1	3	1	1.4	6.0
131. Port Angeles, Wash.	1	0	1	1.4	10.1
132. Wheaton, Ill.	1	1	0	1.4	6.5
133. Johnson City, N. Y.	1	0	0	1.4	6.2
134. Maple Heights, Ohio	1	3	2	1.4	7.7
135. Stillwater, Okla.	1	0	0	1.4	5.9
136. Cedar Falls, Iowa	1	1	1	1.4	8.4
137. Monroe, N. C.	1	1	2	1.5	11.9
138. Arkansas City, Kan.	1	1	0	1.5	8.5
139. Ypsilanti, Mich.	2	1	2	1.5	13.1
140. Suffolk, Va.	1	1	1	1.5	9.8
141. Brainerd, Minn.	1	0	1	1.5	9.5
142. Massena, N. Y.	1	1	0	1.5	7.5
143. Niles, Ohio	1	2	1	1.6	7.1
144. Antioch, Calif.	1	1	0	1.6	7.7
145. Boulder, Colo.	2	1	0	1.6	12.0
146. Sweetwater, Texas	1	1	1	1.6	8.8
147. Brookfield, Ill.	1	0	0	1.6	6.1

	Ten Months 1957	1956	1955	1957 Reg. Rate	1957 Pop. Rate
148. Astoria, Ore.	1	2	2	**1.7**	**9.8**
149. Boone, Iowa	1	1	1	**1.7**	**9.8**
150. La Mesa, Calif.	2	2	2	**1.7**	**10.2**
151. Brawley, Calif.	1	2	1	**1.7**	**9.2**
All cities in this group				1.7	9.5
152. Ponca City, Okla.	2	2	2	1.8	11.9
153. Hollywood, Fla.	3	1	3	1.8	15.8
154. Winnetka, Ill.	1	0	0	1.8	9.2
155. Shelton, Conn.	1	1	0	1.9	9.4
156. Hopewell, Va.	1	2	1	**1.9**	**8.0**
157. East Detroit, Mich.	3	3	0	1.9	16.7
158. Carlsbad, N. M.	2	2	0	1.9	13.3
159. Lawrence, Kan.	2	0	0	1.9	10.3
160. Mankato, Minn.	2	2	0	1.9	12.8
161. Ft. Pierce, Fla.	2	1	1	1.9	17.8
162. Escanaba, Mich.	1	3	4	**2.0**	**7.9**
163. Beaver Dam, Wis.	1	1	0	2.0	10.1
164. Ansonia, Conn.	1	0	1	2.0	6.4
165. Vernon, Conn.	1	2	0	**2.0**	**11.9**
166. Mansfield, Conn.	1	1	3	2.0	12.0
167. Ocala, Fla.	2	5	1	**2.1**	**20.5**
168. Bowling Green, Ohio	1	0	0	2.1	10.0
169. Butler, Pa.	3	0	2	2.1	15.3
170. Webster Groves, Mo.	2	0	0	2.1	10.3
171. Bellefontaine, Ohio	1	0	1	2.1	11.8
172. Charles City, Iowa	1	0	1	2.1	11.7
173. River Forest, Ill.	1	1	1	2.2	10.4
174. Minot, N. D.	2	1	0	2.2	10.9
175. No. Miami, Fla.	1	2	3	**2.2**	**5.1**
176. Rialto, Calif.	1	6	—	**2.2**	**7.8**
177. Westport, Conn.	2	4	4	**2.2**	**20.5**
178. Victoria, Texas	3	0	1	2.2	22.4
179. Los Alamos, N. M.	1	0	0	2.2	9.0
180. Marinette, Wis.	1	1	1	2.2	8.5
181. Holland, Mich.	3	0	0	2.3	22.6
182. Traverse City, Mich.	2	2	0	2.3	14.1
183. Monroe, Mich.	3	1	0	2.3	16.7
184. Ironwood, Mich.	1	1	1	2.4	10.4
185. Winchester, Conn.	1	0	0	2.4	11.4
186. Swampscott, Mass.	1	0	1	2.4	9.2
187. Ottawa, Ill.	2	1	1	2.4	13.3
188. Edina, Minn.	2	1	0	2.4	10.9
189. Borger, Texas	2	1	2	2.4	13.3
190. Milford, Mass.	1	0	0	2.5	7.7
191. Bellaire, Ohio	1	1	3	2.5	9.5
192. Muscatine, Iowa	2	3	1	**2.5**	**12.6**
193. Aberdeen, S. D.	2	1	0	2.5	11.4
194. Coffeyville, Kan.	2	0	0	2.5	13.7
195. Branford, Conn.	1	5	5	**2.5**	**11.0**
196. Reidsville, N. C.	2	0	1	2.6	20.5
197. Texarkana, Ark.	2	0	4	2.6	12.2
198. Middleborough, Mass.	1	3	2	**2.7**	**10.8**
199. Leominster, Mass.	2	1	1	2.7	9.7
200. Oswego, N. Y.	2	0	1	2.8	10.6
201. Niles, Mich.	3	1	0	2.8	27.5
202. Garland, Texas	3	1	0	2.8	34.0
203. McAlester, Okla.	2	0	0	2.8	13.4
204. Klamath Falls, Ore.	4	1	0	2.8	25.3
205. Alpena, Mich.	2	2	0	2.9	18.3
206. Florence, S. C.	3	0	3	2.9	16.0
207. La Porte, Ind.	3	0	1	2.9	17.6
208. St. Augustine, Fla.	2	0	0	2.9	17.6
209. Derby, Conn.	1	0	0	2.9	11.7
210. Statesville, N. C.	3	1	0	2.9	21.3
211. Wallingford, Conn.	2	4	1	**3.0**	**14.1**
212. El Dorado, Kan.	2	0	0	3.0	20.3
213. Stoughton, Mass.	1	0	2	3.0	8.7
214. Newport Beach, Calif.	2	3	4	**3.0**	**11.3**
215. Sherman, Texas	3	0	4	3.0	17.8
216. Greeley, Colo.	4	2	1	3.3	23.5
217. Muskegon Hts., Mich.	2	3	1	**3.3**	**12.8**
218. Naugatuck, Conn.	2	0	1	3.4	13.7
219. Owosso, Mich.	3	2	0	3.5	23.5
220. Windham, Conn.	2	4	2	**3.5**	**15.1**
221. Grosse Pt. Wds., Mich.	1	0	0	3.5	11.5
222. Monterey, Calif.	3	0	6	3.7	16.5
223. Rye, N. Y.	2	0	1	3.8	17.8
224. Kennewick, Wash.	3	0	0	3.8	26.3
225. Albert Lea, Minn.	3	0	0	3.9	26.7
226. Livermore, Calif.	2	0	0	3.9	23.5
227. Roseville, Mich.	5	1	0	3.9	38.0
228. Ecorse, Mich.	2	0	3	3.9	13.4
229. Dyersburg, Tenn.	2	0	0	4.1	22.0
230. Watertown, Conn.	1	0	0	4.1	11.2
231. Salisbury, N. C.	5	1	4	4.2	29.9
232. Orange, Calif.	4	3	3	4.4	28.7
233. Windsor, Conn.	2	3	3	**4.8**	**20.3**
234. Groton, Conn.	2	5	2	**4.9**	**11.0**
235. Beacon, N. Y.	2	0	1	4.9	17.1
236. Hawthorne, N. J.	3	0	0	5.1	24.3
237. Fort Thomas, Ky.	2	1	0	5.2	22.0
238. Martinsburg, W. Va.	4	1	0	5.2	30.8
239. Ridgefield, N. J.	2	0	1	5.2	20.0
240. So. Milwaukee, Wis.	3	1	1	5.6	27.9
241. Grosse Pte. Pk., Mich.	2	1	0	5.6	18.3
242. Van Wert, Ohio	3	0	0	5.9	34.6
243. Livonia, Mich.	8	7	9	6.2	54.9
244. Napa, Calif.	10	3	0	6.6	78.4
245. Lake Worth, Fla.	7	0	2	6.9	54.9
246. Calumet City, Ill.	5	2	2	7.0	30.0
247. Berkley, Mich.	5	0	0	7.1	33.5
248. Wethersfield, Conn.	4	2	1	7.4	38.4
249. Las Cruces, N. M.	6	1	1	8.4	58.5
250. Watertown, Wis.	5	0	3	8.7	48.4
251. Redlands, Calif.	9	2	3	9.2	50.7
252. Cudahy, Wis.	4	0	2	9.8	39.3
253. Southington, Conn.	4	4	2	11.0	36.6
254. Niles, Ill.	3	0	1	12.0	25.9
255. Stonington, Conn.	2	4	2	**16.0**	**20.3**
256. Killingly, Conn.	5	2	2	17.4	60.0
257. Enfield, Conn.	2	4	2	**29.6**	**15.5**
CANADIAN CITIES					
Medicine Hat, Alta.	0	0	0		0.0
Red Deer, Alta.	0	1	0		0.0
Calgary, Alta.	7	9	13		6.5
Edmonton, Alta.	9	18	12		6.8
Vancouver, B. C.	23	32	18		8.0
Toronto, Ont.	91	52	46		8.4
Hamilton, Ont.	20	19	13		11.5
Montreal, Que.	117	99	86		13.7
Lethbridge, Alta.	5	0	4		26.2

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

All figures are preliminary. To insure proper comparisons, 1956 and 1955 figures cover the same reporting period as those for 1957.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1956, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1957 compared with 1956, or showed no change.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1957 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

*Less than .5%.

	Months Reported	Deaths Identical Periods 1957	1956	1955	% Changes 1956 to 1957	1955 to 1957	1957 Pop. Rate	1957 Mile. Rate	
TOTAL									
U.S.	10	31,350	32,167	30,867	— 3%	+ 2%	22.6	5.6	(8)
Ala.	10	750	793	673	— 5%	+ 11%	28.3	8.3	(8)
Ariz.	10	357	359	281	— 1%	+ 27%	39.4	8.8	(8)
Ark.	10	395	391	341	+ 1%	+ 16%	26.9	7.4	(9)
Calif.	10	2,960	3,021	2,739	— 2%	+ 8%	26.4	5.6	(8)
Colo.	10	303	354	354	— 14%	— 14%	22.4	4.3	(7)
Conn.	10	224	242	249	— 7%	— 10%	12.1	3.0	(9)
Del.	9	66	69	76	— 4%	— 13%	21.9	4.6	(8)
D. of C.	10	52	44	57	+ 18%	— 9%	7.5	2.7	(8)
Fla.	10	839	983	769	— 15%	+ 9%	25.9	5.6	(8)
Ga.	10	765	907	819	— 16%	— 6%	24.8	6.3	(8)
Idaho	10	169	214	159	— 21%	+ 6%	32.5	6.6	(7)
Ill.	10	1,694	1,722	1,712	— 2%	— 1%	21.4	5.9	(7)
Ind.	10	947	970	937	— 2%	+ 1%	25.6	5.2	(8)
Iowa	10	565	574	498	— 2%	+ 13%	24.6	6.1	(8)
Kans.	10	449	550	466	— 18%	— 4%	25.6	5.4	(8)
Ky.	10	647	604	661	+ 7%	— 2%	25.7	7.5	(8)
La.	10	636	719	526	— 12%	+ 21%	25.3	7.3	(9)
Maine	10	112	132	138	— 15%	— 19%	14.4	3.3	(9)
Md.	10	467	443	417	+ 5%	+ 12%	19.8	5.4	(8)
Mass.	10	408	441	421	— 7%	— 3%	10.2	2.9	(9)
Mich.	10	1,202	1,401	1,548	— 14%	— 22%	19.0	4.9	(9)
Minn.	10	556	518	480	+ 7%	+ 16%	20.5	4.6	(7)
Miss.	10	403	430	412	— 6%	— 2%	22.5	6.7	(9)
Mo.	10	789	889	871	— 11%	— 9%	22.6	5.0	(8)
Mont.	10	161	217	205	— 26%	— 21%	29.6	5.8	(8)
Neb.	10	242	251	262	— 4%	— 8%	20.3	4.1	(8)
Nev.	10	110	105	143	+ 5%	— 23%	51.6	6.5	(6)
N. H.	10	80	84	87	— 5%	— 9%	17.0	3.8	(8)
N. J.	10	660	618	608	+ 7%	+ 9%	14.4	3.6	(9)
N. M.	10	357	317	284	+ 13%	+26%	52.8	9.9	(8)
N. Y.	10	1,718	1,717	1,690	+ *%	+ 2%	13.0	4.4	(8)
N. C.	10	871	886	909	— 2%	— 4%	23.7	7.1	(8)
N. D.	10	122	138	127	— 12%	— 4%	22.7	4.4	(8)
Ohio	10	1,639	1,576	1,627	+ 4%	+ 1%	21.7	5.2	(8)
Okla.	10	379	355	477	+ 4%	+ 21%	31.0	6.6	(7)
Ore.	10	355	338	335	+ 5%	+ 6%	24.6	5.4	(8)
Pa.	8	1,069	1,133	1,073	— 6%	— *%	17.2	4.1	(7)
R. I.	10	67	52	75	+ 29%	— 11%	9.5	2.7	(9)
S. C.	10	593	578	570	+ 3%	+ 4%	30.6	8.6	(8)
S. D.	10	143	156	158	— 8%	— 9%	24.8	5.4	(8)
Tenn.	10	559	610	715	— 8%	— 22%	19.6	5.2	(8)
Texas	10	2,030	2,079	2,029	— 2%	+ *%	27.2	5.7	(8)
Utah	10	176	182	166	— 3%	+ 6%	25.6	5.6	(5)
Vt.	10	89	81	69	+ 10%	+ 29%	28.8	6.5	(8)
Va.	10	737	662	723	+ 11%	+ 2%	23.9	5.8	(9)
Wash.	10	428	422	386	+ 1%	+ 11%	19.2	4.4	(8)
W. Va.	10	389	349	287	+ 11%	+ 36%	23.8	7.8	(5)
Wis.	10	744	788	743	— 6%	+ *%	23.6	6.0	(8)
Wyo.	10	133	144	123	— 8%	+ 8%	50.6	7.6	(8)
CANADIAN PROVINCES									
Alta.	10	204	206	187	— 1%	+ 9%	26.1	----	----
B. C.	8	147	179	115	— 18%	+ 28%	19.0	----	----
Man.	7	68	59	51	+ 15%	+ 33%	13.0	----	----
Sask.	9	86	70	78	+ 23%	+ 10%	13.8	----	----

Flaherty to NSC Research Post

John J. Flaherty has joined the staff of the National Safety Council as director of the Research Division, replacing Floyd Van Atta who left the Council in July.

Mr. Flaherty's combined background of psychology and engineering, plus additional training in the medical-biological and educational fields provides him with great scope for this work.

He comes to the Council from an assignment which has included the design and supervision of research programs to determine such things as validity and reliability of psychological tests, indicators of accident proneness through the study of personnel records and test protocols, assessment of attitudes and morale, and methods of more effective teaching.

As director of the Council's Research Division, Mr. Flaherty will continue with the special work which was started in 1956, the broad objectives of which are to:

1. Collect information about research work in progress in safety and closely related fields;
2. Assemble, collate, analyze, and distribute information on completed research projects;
3. Encourage the prompt publication of work as it is finished;
4. Collect and develop ideas and proposals for new investigations;
5. Find agencies and means for carrying out meritorious investigations;
6. Encourage and assist investigations by the Council staff in fields with which it has unique potentialities.

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES — 1957 AND 1956

Twenty-four states reported more injuries during the first eight months of 1957 than for the same period last year. Nine states and the District of Columbia recorded fewer injuries.

For eight months or less 47 states and the District of Columbia reported. Thirty-two states tallied more injuries. Fifteen states and the District of Columbia counted fewer injuries.

For the entire reporting period, 17 states and the District of Columbia reported more traffic deaths, 29 states recorded fewer, and one state reported no change from last year.

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES 1957 and 1956

	Months Reported	Deaths†† 1957	Deaths†† 1956	Injuries†† 1957	Injuries†† 1956	% Changes 1956 to 1957 Deaths	% Changes 1956 to 1957 Injuries	1957 Ratio of Injuries to Deaths
TOTAL U. S.	**	20,817	21,401	772,738	737,768	— 3	+ 5	37
Ala.	8	595	613	3,321†	3,759†	— 3	— 12	6
Ariz.	7	251	238	4,468	4,146	+ 5	+ 8	18
Ark.	8	318	282	1,977	1,906	+ 13	+ 4	6
Calif.	8	2,324	2,335	89,011	84,697	— *	+ 5	38
Colo.	7	175	212	5,807	5,910	— 17	— 2	33
Conn.	8	181	194	13,490	11,800	— 7	+ 14	75
Del.	8	58	62	1,747	1,710	— 6	+ 2	30
D. of C.	8	44	37	4,592	4,850	+ 19	— 5	104
Fla.	8	690	796	21,430	20,418	— 13	+ 5	31
Ga.	8	608	702	5,499	7,031	— 13	— 22	9
Idaho	6	84	109	1,242	1,351	— 23	— 8	15
Ill.	8	1,350	1,330	59,255	56,835	+ 2	+ 4	44
Ind.	8	707	743	25,469	24,823	— 5	+ 3	36
Ia.	8	444	455	13,935	13,260	— 2	+ 5	31
Kans.	8	345	411	7,106	6,972	— 16	+ 2	21
Ky.	8	502	469	9,205	8,487	+ 7	+ 8	18
La.	2	112	117	1,186	1,224	— 4	— 3	11
Me.	8	88	93	4,008	1,882	— 5	+113	46
Md.	8	365	339	12,418	13,033	+ 8	— 5	34
Mass.	5	172	210	34,879	34,761	— 18	+ *	203
Mich.	8	958	1,086	38,011	38,922	— 14	— 2	41
Minn.	8	409	375	15,060	14,739	+ 9	+ 2	37
Miss.	7	271	284	3,616	3,720	— 5	— 3	13
Mo.	8	616	690	7,825	7,599	— 11	+ 3	13
Mont.	7	109	149	1,411	1,784	— 27	— 21	13
Neb.	8	179	193	6,193	5,924	— 7	+ 5	35
Nev.	2	13	14	266	237	+ 7	+ 12	18
N. H.	8	62	65	3,668	3,769	— 5	— 3	59
N. J.	6	388	360	27,029	25,951	+ 8	+ 4	70
N. M.	8	295	253	3,135	2,655	+ 17	+ 18	11
N. Y.	7	1,105	1,114	138,726	121,307	— 1	+ 14	126
N. C.	8	680	706	11,984	12,081	— 4	— 1	18
N. D.	5	30	40	775	683	— 25	+ 13	26
Ohio	8	1,282	1,231	51,671	50,412	+ 4	+ 2	40
Okla.	8	442	424	8,944	8,583	+ 4	+ 4	20
Ore.	8	268	266	10,462	10,922	+ 1	— 4	39
Pa.	5	620	678	32,122	33,416	— 9	— 4	52
R. I.	2	9	6	1,190	1,120	+ 50	+ 6	132
S. C.	8	468	459	7,174	7,552	+ 2	— 5	15
S. D.	8	110	113	2,001	1,783	— 3	+ 12	18
Tenn.	8	419	468	8,565	7,209	— 10	+ 19	20
Texas	8	1,607	1,607	40,737	38,393	0	+ 6	25
Utah	7	114	117	2,786	2,678	— 3	+ 4	24
Vt.	8	66	55	1,895	1,737	+ 20	+ 9	29
Va.								
Wash.	8	310	332	15,843	14,329	— 7	+ 11	51
W. Va.	8	306	278	5,014	5,078	+ 10	— 1	16
Wis.	3	181	175	5,230	4,902	+ 3	+ 7	29
Wyo.	8	105	116	1,450	1,428	— 9	+ 2	14

†Rural injuries only.

††All figures are preliminary. To insure proper comparisons, 1956 figures cover the same reporting period as those for 1957.

*Less than .5%.

**Death and injury totals cover reports for all months indicated in this column.

SCOUTS SPEAK OUT FOR SAFETY

Tarheel Boy Scouts will *Be Prepared* to do a man's job with their speakers' squadron—their Safety Good Turn for '58

IF YOU'RE a program chairman in North Carolina you can draw a sparkling young speaker from the ranks of the Boy Scouts to address your group.

He'll talk on traffic safety and he'll carry a special card signed by the governor identifying himself as a member of the Governor's Traffic Safety Council. And what he has to say will be worth listening to. For he will have undergone an indoctrination course in forceful speaking and will have won his membership in the GTSC in competition with some 65,000 of his buddies.

The Tar Heel State, which is seeking to consolidate recent gains in the struggle for safer roads, believes its Boy Scout speakers' bureau is the nation's first.

Its 450-member senior speakers' bureau is an outgrowth of an idea hit on three years ago by the state's chief executive, Gov. Luther H. Hodges. He wanted businessmen (like himself) and recognized civic club leaders in hundreds of Tar Heel communities organized into an exclusive orator's society. Such a group was founded under the direction of Motor Vehicles Commissioner Ed Scheidt, who fills at least two speaking engagements a week himself.

Its roll lists some of the state's most prominent business and civic leaders who accept, without any fee, all engagements where safety speakers are desired.

SCOUTS MEET MAJOR SPEED OF HIGHWAY PATROL
Occoneechee Council Scoutmaster Leo Spaanbrook, right, introduces young charges to Maj. Speed of the North Carolina Highway Patrol.

Publisher's Suggestion

Early this year publisher E. A. Resch of the *Chatham News,* Siler City, North Carolina set into motion the idea for a junior or Scout Speakers' Bureau. The Siler City publisher was thinking about the vast pool of young talent represented by the Boy Scouts. Resch also is president of the Occoneechee Council and as such penned the first memorandum, outlining the idea, to Dr. W. T. Rainey, a Fayetteville physician and chairman of the Council's health and safety committee.

In his office, Dr. Rainey read the letter thoughtfully. He recalled that only recently President Eisenhower had written to Chief Scout Executive Arthur A. Schuck, requesting that in 1958 Scouts take part in a year-long

". . . what he has to say will be worth listening to"

safety movement, devoting at least a quarter of the period to traffic safety, then and now one of the nation's most critical problems.

"This proposed junior speakers' bureau ties in nicely with that program," he announced in a letter to Major Charles A. Speed, director of the North Carolina State Highway Patrol's safety division.

Police Help

Major Speed liked the idea, too. As his first move, the patrol safety authority directed one of his troop commanders, Capt. C. R. Williams of Fayetteville, to begin assisting with the general organization of the Scout speakers or, as it had now become known as the Boy Scout section of the Governor's Traffic Safety Council.

An outline was prepared and other scouts and officials learned of the new organization in a story published in *Trail Signs,* monthly newspaper of the Occoneechee Council.

Shortly after this preliminary groundwork, patrol officials led by Major Speed and Scout representatives gathered at the Council's handsome new headquarters building in suburban Raleigh. This gathering included the Council presidents, the Scout executive, and the chairman of health and safety committees of the twelve Boy Scout councils in North Carolina. Each of these councils serves the scouting program in a geographical area of the state. Occoneechee Council, one of the largest, is responsible for a twelve-county area. There are something over 14,000 boys who are active members of the seven hundred Cub packs, Scout troops and Explorer units in this council. Final decisions were quickly ironed out and a green light was flashed for the project with endorsements from regional Scout leaders from the Atlanta offices of Region VI, Boy Scouts of America.

Scouts Screened

Preliminary screening of speakers soon got under way.

All interested members of Cub packs, Boy Scout and Explorer units prepared two-minute speeches on traffic safety which they delivered before their own unit committees. From these contestants each unit committee selected its outstanding speaker.

The winning unit speakers were auditioned by the district health and safety chairmen at district meetings which were held between December 1 and December 15. The outstanding speakers in these tryouts become members of the speakers' bureau.

Special Training

On the first two Saturdays in January—the fourth and the eleventh—the young speakers will attend a special training conference at which they will be given a course of instruction by members of the Governor's Traffic Safety Conference and the safety division of the state highway patrol. The course will include an explanation of enforcement activities and will acquaint the boys with radar, speed clocks and other devices used by North Carolina enforcement agencies.

Letters will be sent to all civic clubs, fraternal groups, PTA's, women's clubs, and similar organizations throughout the state offering the services of the youthful orators for meetings and other programs. Radio and TV stations will also be contacted, and Scout officials will work with station personnel in drafting a schedule of appearances for members of the Boy Scout Speakers' Bureau.

YOUNG ORATORS LEARN BASICS OF TRAFFIC SAFETY
Learning to speak well is only part of the job—Scouts must acquire a working knowledge of traffic accident prevention.

CUB GETS BELTED
Actual practice makes the training more real.

STRESS MORALITY OF DEFENSIVE DRIVING

A person drives as he lives. This is the concensus of most psychologists, enforcement officers, traffic safety people and others who have had occasion to observe great numbers of drivers.

THE Jekyll and Hyde theory—that merely slipping behind the wheel of an automobile can turn an even-tempered, fair-minded individual into a selfish, aggressive bully—is largely discredited today.

If someone is a heel at the wheel it's a pretty safe bet he's also a heel in many of his other dealings. However, many people who hide their unattractive personality traits most of the time will give their aggressive instincts free rein when they find themselves in the driver's seat.

Why?

There's no adequate answer to this question. But one thing is certain. Such people suffer from a strange mental quirk that makes them look upon driving as something divorced from other phases of living—something to which the ethics governing ordinary behavior do not apply.

Even those of us who drive courteously most of the time are afflicted with this kind of split thinking once in a while. Occasionally we try to get away with something in traffic—although we would never be wilfully guilty of the slightest infraction of the accepted social or business code. Yet fair play on the highway is far more important than fair play at work or at a social gathering. It can mean the difference between life and death.

The "it's okay if I can get away with it" standard must go. Until it does we will continue to roll up an appalling annual traffic toll.

During the Defensive Driving program, Back the Attack by conducting an all-out offensive against this immoral standard. Make it the main target of your campaign.

Use every means at your disposal to impress upon your citizens that traffic behavior is a moral question . . . that every driver has a responsibility to protect his own life and the lives of everyone he meets in traffic . . . that discharging this responsibility means driving safely himself and doing all he can to compensate for the unsafe driving of others.

DEFENSIVE DRIVING
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PLANNING THE

DEFENSIVE DRIVING PROGRAM

THE Defensive Driving phase of the Back the Attack campaign is intended to strike at the very core of the traffic accident problem—the immoral driving attitude of many motorists.

The refusal of drivers to accept responsibility for their own safety and that of others is an underlying factor in a great number of traffic accidents.

Until this attitude is changed in any community there can be no lasting improvement in the traffic accident picture. Even the strictest enforcement measures will not effect a cure because they will attack the symptoms rather than the disease. They will keep the motorist in line only because he is afraid of getting caught. He will flout traffic laws whenever he thinks he can get away with it.

In your Defensive Driving program you should do your utmost to sell your community on the fact that careless, irresponsible driving is immoral driving—that it reflects as unfavorably on an individual's character as immoral business or social conduct.

During your program you will, of course, spell out the way in which this belief translates into traffic conduct. Through the various media available to you, point out that the moral driver obeys all the safety rules himself and is always on the alert to counteract the unsafe traffic practices of others.

Also point out, for the benefit of those who are impressed by the self interest motive only, that the driver who follows this formula increases his chances of saving his own neck.

DISTRIBUTION OF safety hang-on tags will be a major project for Boy Scouts throughout the nation during the Safety Good Turn. Here Fort Wayne, Ind., Scouts attach tags to door knob in a recent door-to-door traffic safety campaign in which Scouts participated.

Statistics on the relationship of driver errors and traffic accidents are given on page 40. Tips on how to drive defensively are given on page 41. Both of these pages will give you the basics for newspaper, radio and TV publicity, speakers' bureau talks, window displays and other promotional efforts for the Defensive Driving program.

Your local clergy should be your staunchest allies in the Defensive Driving campaign. They are the logical ones to convince the public that any code of morality that doesn't cover traffic conduct is an incomplete one.

You will probably find that your ministers, priests, and rabbis are very much concerned with the traffic problem. In the past few years many churchmen have been speaking out vigorously against the slaughter and maiming on our streets. Recently there have been several conferences to organize state wide clerical traffic safety action.

Contact the church leaders in your community. Try to get them to set up a committee to plan church participation. This will insure unanimity of action and will also simplify your contact job.

Just how the clergy can best participate will be dictated by your local conditions. In some communities ministers, priests and rabbis have been invited to give traffic safety speeches at various lay gatherings and have also participated in discussion groups on radio and TV. They have given sermons, written articles for magazines and newspapers, distributed traffic safety literature to their congregations and displayed traffic safety in church schools and halls.

Another group you can call on for help are your local Boy Scouts, whose Traffic Safety Good Turn takes place during March, April, and May. During the months of the Good Turn the

Scouts are eager to work on traffic safety projects. You might be able to help them work up an ambitious program such as the North Carolina Scout speakers' bureau described on pages 35 and 36. Or you can use your local Scout troop in your community activities. Many communities consistently use scouts in such projects as phone campaigns, hang-on tag campaigns, distribution of safety literature, erection of window displays and posters.

Truck drivers, bus and taxi drivers, and all commercial fleet operators would be excellent people to use in publicizing defensive driving. Because they are generally considered rugged individuals their endorsement of the moral approach to driving would remove any milquetoast connotation from the Defensive Driving program.

You could use radio, TV, and newspapers to publicize commercial drivers who have won safety awards. Interviews with them could bring out the fact that they give much of the credit for their safe driving records to being alert and courteous at all times and going all out to rectify the driving mistakes of others. You might run a picture story in which one of these drivers gives tips on defensive driving.

Executives of truck, cab, and bus companies can show how courteous and defensive driving pay off in reduced accident expenses and more efficient service.

Make a special effort to get the defensive driving message across to the women of your community. Most women will be receptive to the religious motivation. Through the ladies you can reach their families.

Talks at women's club and PTA meetings, articles in the women's pages of newspapers, features on women's radio and TV programs are all good ways of contacting the feminine audience.

Chalk talks, slides, movies and newspaper picture features in which defensive driving tactics can be graphically illustrated should be used as much as possible throughout your program. On pages 43 and 44 of this issue there is a reprint of such an article which was published in *Maralog*, company publication of Marathon Corporation. This article will give you pointers on how to work up a picture feature on defensive driving.

SUPPORT SAFETY GOOD TURN

Members of National Safety Council Committee on Civic Action for Traffic Safety assure Donald M. Higgins of Boy Scouts of America of their support of the Safety Good Turn program. L. to r. Higgins; Harry J. Cooper, Lions International; Hallie L. Myers, Indiana Traffic Safety Foundation (chairman); Harry H. Brainard, Western Pennsylvania Safety Council, and J. James Ashton, Delaware Safety Council.

Be Prepared

for the

1958 SAFETY GOOD TURN

of the Boy Scouts of America

Theme for
March, April, May—
Traffic Safety

SAFETY GOOD TURN
c/o National Safety Council,
425 North Michigan Ave., Chicago 11, Ill.

I offer my experience in safety to assist the 1958 Safety Good Turn, through my local Boy Scout Council and local safety organization.

☐ I have called my local scout official.
☐ I have called my local safety organization.
☐ I have called my local scout official.

Name_____

Company or Organization_____

Home Address_____

City_____ State_____

FACTS SHOW NEED TO KEEP EYE ON OTHER GUY

DEFENSIVE driving is the technique used to avoid traffic accidents by anticipating all hazardous situations created by the unsafe acts of others and by adverse traffic and weather conditions. The defensive driver makes allowances for the other fellow's carelessness and lack of skill or knowledge.

The defensive driver is always ready for the other driver or pedestrian to do the wrong thing. He studies the traffic picture ahead to avoid potentially dangerous situations. He assumes every car and pedestrian has the right of way unless they have clearly indicated their intention to yield. He thinks ahead, stays alert, paces himself with traffic and obeys laws, signs, signals and the dictates of common sense.

With practice the alert driver gets to the point where he can almost read other drivers' minds. For example, when he sees puffs of smoke coming from the exhaust pipe of a parked car he knows that the driver of the parked car may pull out into the traffic stream at any minute.

A short spurt of smoke coming from a moving vehicle tells him that the driver of the vhicle may be planning to speed up.

Defensive driving also involves defenses against weather and road conditions. Skidding on icy or slick roads can be avoided by taking the proper precautions and adjusting to the proper speed. In bright sunlight, drivers should wear sunglasses to eliminate glare. And they should slow down for dusk and darkness.

Drivers are no safer than the worst drivers on the streets. Knowing and obeying traffic laws, driving at safe speeds and using courtesy are not enough to protect the driver from the unsafe acts of others. But defensive driving helps the safe driver anticipate those acts. The prerequisites for a defensive driver are: Know the law and observe safe driving practices . . . Be physically able to drive defensively . . . Keep your vehicle in good mechanical condition.

Facts on Defensive Driving

The defensive driver knows that most fatal accidents are the result of human errors. In 3 out of 4 fatal traffic accidents, one or more driver violations were reported in 1956. In the other fatal accidents, driver or pedestrian errors of judgment or lack of skill—not actual violations—were often involved.

Improper turning and passing, speeding, right-of-way violations, disregard for traffic signs and signals and failure to keep to the right of the center line are the most frequently reported violations in accidents.

Let's look at the record:

- **11 out of 100 drivers involved in all traffic accidents did not have the right-of-way.**
- **8 out of 100 passed or turned improperly.**
- **8 out of 100 were following too closely.**
- **5 out of 100 disregard a sign, signal or officer.**

Almost two-thirds of the drivers involved in fatal accidents were violating some traffic law at the time of the accident.

Defensive driving should be used where pedestrians are concerned too! Pedestrians also commit errors in judgment for which drivers must be prepared to avoid accidents.

Drivers must be on the lookout for these:

- **The majority of children under 15 injured or killed in traffic accidents were crossing between intersections or coming from behind parked cars.**
- **About 40 per cent of all pedestrians killed in accidents were crossing between intersections.**
- **More than half of the pedestrians killed in motor vehicle accidents were either violating a traffic law or engaging in some unsafe action.**

DEFENSIVE DRIVING TIPS

- **SLOW DOWN** at night or when visibility is poor or obstructed.
- **SCAN** the road ahead. Be ready for sudden stops.
- **GLANCE** frequently in your rear view mirror so you know the traffic picture around and behind you.
- **FOLLOW** at a safe distance. Be ready for sudden stops.
- **WHEN DRIVING** near parked cars watch for signs that a car may be ready to pull out from the curb. (A person sitting in the driver's seat, a slight movement of the wheels, lights on, smoke coming from the exhaust.)
- **ADJUST SPEED** to keep from being boxed in.
- **KEEP** a safe distance. Be ready for sudden stops.
- **WATCH** for children between intersections.
- **WATCH** for pedestrians and other cars even when you are traveling with the green light.
- **STAY** in one lane as much as possible. On the highway stay over to the right. Cross the center line only when passing or turning left. Don't weave or hog the road.
- **ALWAYS SIGNAL** your intentions to other drivers. Check to see if they understand your signal.
- **WHEN PASSING,** signal the driver ahead. Be sure he knows you are going to pass. Pass on the left. Don't cut back too sharply—wait until you can see the left front headlight in your rear view mirror. Do not pass on curves, hills, at intersections or in "no passing" zones.
- **PREPARE** for turns and stops by getting into the proper lane well in advance and signaling.

MARCH PROGRAM AIDS

Films, booklets and other aids for your Defensive Driving program

THE films listed below were selected from the *National Directory of Safety Films* (1956 Edition), which may be purchased from the National Safety Council (Price: $1.00). For local film sources write to your state and local safety councils, state safety departments, the film libraries (if any) at your state colleges and universities and the film department of your state library.

THE SMITH SYSTEM (16mm sound motion) b&w. 8 min. (New). An instructional film produced to illustrate five good driving habits that will save lives on the highway. Ford Motor Co., Motion Picture Dept., 3000 Schaefer Rd., Dearborn, Mich. Loan.

THE LEAGUE OF FRIGHTENED MEN (16mm sound motion) col. 22 min. Three men who have won awards for professional safe driving tell how their safety lies in the fact that they are frightened—afraid of the other fellow. National Dairy Products Corp., 260 Madison Ave., New York 16, N. Y. or local Kraft and Sealtest Divisions. Cleared for TV. Purchase or loan.

SAFE DRIVING: THE DEFENSIVE DRIVER (16mm sound motion) b&w or col. 10 min. Demonstrates that anticipating possible dangers in driving situations is basis for responsible, safe and skillful defensive driving. Coronet Instructional Films, 65 E. S. Water St., Chicago 1, Ill. Purchase or rental.

THE CHANCE TO LOSE (16mm sound or silent motion) b&w. 10 min. Illustrates the tremendous chances taken by some drivers. Makes comparison between taking such chances and the various types of gambling. Kansas City Sound Service Co., 1402 Locust St., Kansas City 6, Mo. Rental or loan.

DRIVING ON THE HIGHWAY—Driver Education Series (16mm sound motion) b&w. 10 min. Two causes of most open-highway accidents are speed and reduced alertness. Film urges habit of looking for clues as to what's happening ahead. Ford Motor Co., Motion Picture Dept., 3000 Schaefer Rd., Dearborn, Mich. Cleared for TV. Purchase or loan.

Film Trailers

One-minute film trailers prepared especially for Operation Safety and the National Safety Council, include the following on DEFENSIVE DRIVING:

DRIVEN TO DESTRUCTION (16mm or 35mm sound motion) b&w. Shows how the thoughtless driving of others can prod normally careful drivers into taking dangerous chances.

DISTRACTIONS (16mm or 35mm sound motion) b&w. A new trailer stressing attention while driving.

Information on imprinting posters and leaflets and prices for film trailers with standard or special tailpieces may be obtained by writing to NATIONAL SAFETY COUNCIL, 425 N. Michigan Ave., Chicago.

Outdoor Advertising

The Mass Marketing Institute, 830 N. Wabash Ave., Chicago 11, Ill., has available outdoor 24-sheet posters which do an excellent publicity job. Many business firms are receptive to the idea. Write to Mass Marketing Institute for the name of the Outdoor Advertising Company serving your area.

Newspaper Ads

A series of newspaper mats on the theme of traffic safety has been designed for business concerns who wish to use traffic safety messages in their advertising. Available in full-page, 1,000-, 600-, 200-, and 100-line sizes. For complete information and ad proofs, write to Advertising Council, Special Services Office, 425 N. Michigan Ave., Chicago 11, Ill.

Publications

The following publications will provide materials which can be used in your DEFENSIVE DRIVING program:

Be Your Own Traffic Judge — A quiz booklet for truck and passenger car drivers which poses six traffic problems and offers a set of "true and false" questions on each. Illustrated, 16 pages, 2 color, 5⅜" x 8¾". Price: 1-9 copies—$0.20. Prices on quantity orders on request. Available from National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Safety Education Data Sheet—No. 52 "Highway Driving: Rules, Precautions" A four-page article giving practical information on highway driving. Lists about 40 rules many of which are applicable to Defensive Driving. Available at a nominal price from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

FREE OPERATION SAFETY MATERIALS

Basic aids to help you launch a successful campaign

TO DO the Operation Safety job thoroughly, you need all the tools. News releases, radio scripts, samples of leaflets and newspaper mats—formerly distributed in the Operation Safety kit—can be obtained by checking the Operation Safety box on the Reader Service Card contained in this issue of TRAFFIC SAFETY.

Here's what you get:

▸ **Four News Releases**—designed to feature local personalities and to highlight local conditions. Written by professional journalists, these releases point up the responsibility of each citizen to cooperate in the traffic safety program.

▸ **Four Radio Scripts**—five-minute, interview-type scripts on the Defensive Driving safety theme. Each spotlights an appropriate local personality and is written for easy adaptation to local traffic situations. Scripts are tailored to fit the requirements of local stations.

▸ **Newspaper Mats**—a sample of each of the featured mats on the Defensive Driving theme. Designs are one-column miniatures of the featured poster designs shown on page 45.

▸ **Leaflets**—samples of the three featured leaflets illustrated on page 45. These handy, pocket-size giveaways tell a brief but hard-hitting traffic safety story in a way that captures interest. Properly distributed, they can serve as star salesmen for your Defensive Driving program.

▸ **Signs Make the Way Safe and Pleasant**—A new, four-color, 8-page booklet with a fresh approach to highway driving. A baby, a truck driver, a railroad engineer and others tell why highway signs and markings are important to them.

HOW TO TELL THE PICTURE STORY

Here's how the Marathon Corporation of Neenah, Wisconsin, told the defensive driving story to its employees.

You can set up a similar series of pictures. Your state department of motor vehicles can help you set them up. For the grade crossing shot, you will need the cooperation of the railroad involved; for the school bus scene, ask a school principal for help. A local trucker should be willing to go along with you for some free advertising and good will.

This story, written by Henry Bickerstaff of Marathon's public relations department, was first printed in *Maralog*, the company's magazine.

This posed picture explains why there are laws that forbid passing stopped school buses.

EVER stuck your neck out this way? I have, but I did it the easy way. No danger involved.

That's because these pictures were posed and the vehicles were at zero miles per hour when they were taken. But, I'm asking you to disregard that for now and picture them in motion, with the cars going—say, 60 miles an hour.

I'm the guy behind the wheel of that car that's at the wrong place at the wrong time.

Driver of the Marathon truck is Dick Bretl. He makes his living wheeling these huge rigs from city to city and he could say a mouthful about this kind of driving. Dick and other truck drivers know as well as anybody, maybe even better, that it takes defensive driving to keep from getting clobbered by the type of driver I portray.

Turn Page

I'm too close. Figure out where I'd wind up if the big rig had to come to a sudden stop.

Truck driver either has to brake suddenly or swerve dangerously to miss me as I pull out.

DEFENSIVE DRIVING PREVENTS THIS

With insufficient passing room, I almost forced truck off road.

This time I won the race, but only because train was stopped.

Truck was turning left, so I passed on the right. What I didn't know was that an oncoming car I couldn't see was turning left, too.

Failure to dim is not only a law violation, but often fatal.

Officer checks radar gauge, then radios buddy to stop violator.

If you don't think so, put yourself in the spots I've put us in here. And we were only pretending. But, even so, it gave me a mighty peculiar feeling to pull that car into position and find myself with my neck in a noose.

Did we dream up these situations? No, sir. They're not exaggerated. They happen—the sort of stunts the highway patrol has to ride herd on every day.

Three members of the Wisconsin State Patrol worked with us to portray authentic situations. They also were on hand to make sure no actual accidents would occur as we set up our picture safety message.

I was impressed by the efficiency of the patrolmen helping us—not just because of their excellent cooperation, but also because of their sincerity in trying to save lives. Many motorists refuse to realize that their service is intended to do just that.

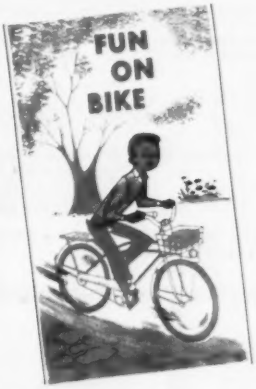
Patrolmen in these pictures are representative of traffic officers everywhere. They could be state, provincial, county or city patrolmen in your own area.

Imagine yourself as the careless, offending driver in this story. Or put yourself in the cab of that Marathon truck. If neither of these roles suits you, then take the wheel of the third car—another innocent victim. Now there's a spot to be in. He's the guy who does nothing wrong but who, even so, may have to suffer for the mistakes of others.

In any of the roles, picture yourself on the highway. The careless driver is impatient. He starts to pass the innocent victim on a hill. Suddenly, another vehicle coming from the opposite direction tops that hill. But there is no time for the careless driver to correct his mistake. There's a crash, a grinding of metal against metal, and—well, you know how that story ends.

Or take those kids leaving the school bus. I have a 6-year-old boy who'll be riding that very same school bus next fall. And I certainly hope he's never caught in a position like this just because some driver's too inconsiderate, too thoughtless, too childish to relinquish a few seconds to let my boy and his schoolmates cross the road safely.

OPERATION SAFETY MATERIALS



DO A GOOD TURN—WAIT (391.45). Promotes good driver-pedestrian relationships and develops good driving habits. Sold in packages of 100 and 1000. Price per 100, $2.50. Price per 1,000 (M): 1M-4M, $20.00; 5M-9M, $18.00; 10M-19M, $16.00; 20M-99M, $14.00; 100M-199M, $12.00; 200M or more, $10.00.

BACK THE ATTACK—JOIN UP (397.11). Encourages drivers to consider their moral responsibilities. Sold only in packages of 1,000. Price per 1,000(M): 1M-9M, $6.70; 10M-99M, $5.70; 100M-999M, $5.00; 1,000M or more, $4.50.

FUN ON A BIKE (399.93). An eight-page booklet illustrating thirteen rules of bicycle safety. Price each: 10-99, $.08; 100-999, $.039; 1,000-4,999, $.03; 5,000 or more, $.028.

SIGNS MAKE THE WAY SAFE AND PLEASANT (399.77). Shows how traffic signs are truly your "Signs of Life" on today's busy highways. Sold only in packages of 100 and 1,000. Price per 100: $4.70. Price per 1,000(M): 1M-5M, $39.00; 6M or more, $36.00.

ALL PRICES SUBJECT TO A DISCOUNT OF 10% TO NATIONAL SAFETY COUNCIL MEMBERS.

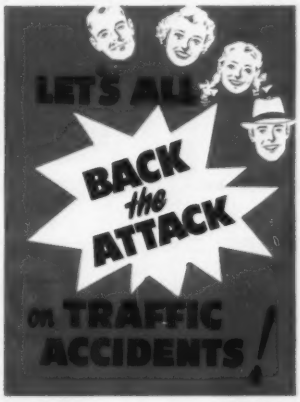
"EVERY DRIVER—A DEFENSIVE DRIVER" OUR THEME FOR MARCH

©NATIONAL SAFETY COUNCIL

T-1257-C 25"x38"
T-1258-A 8½"x11½"

©NATIONAL SAFETY COUNCIL

T-1259-B 17"x23"



©NATIONAL SAFETY COUNCIL

T-1194-C 25"x38"
T-1188-B 17"x23"
T1195-A 8½"x11½"

©NATIONAL SAFETY COUNCIL

T-1249-B 17"x23"

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number	1-9	10-99	100-999	1000-4999*
A Size	$0.15	$0.092	$0.063	$0.052
B Size	.25	.18	.15	.12
C Size	.35	.27	.22	.20

YOUR CREDIT LINE can be imprinted (at time of press run) on B and C posters only. Imprinting must be requested 45 days prior to the date posters are required on all orders for imprinting.
*Please write for prices on quantities of 5,000 or more or for special rates on annual poster orders.
One column newspaper mats on these posters are available from the National Safety Council.

ALL PRICES SHOWN FOR PUBLICATIONS AND POSTERS ARE SUBJECT TO A DISCOUNT OF 10% TO NSC MEMBERS

FLEET POSTERS

POSTER PRICES

Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½") and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

City Truck	City Bus	Annual price 1-4 sets, $8.85 per set;
Intercity Truck	Intercity Bus	5-49 sets, $7.45 per set; 50 or more
Sales Truck	Taxicab	sets, $5.95 per set.
Truck Terminal	Bus Terminal	

Posters are available for individual selection at the following prices:

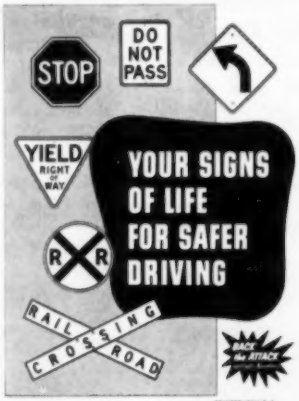
	1-9	10-99	100-999	1000-4999*
A size, any selection	.15	.092	.063	.052
B size, any selection	.30	.22	.185	.15

All prices shown are subject to a 10% discount to National Safety Council Members.
*Write for prices on quantities of 5,000 or more.

1281-B 17x23

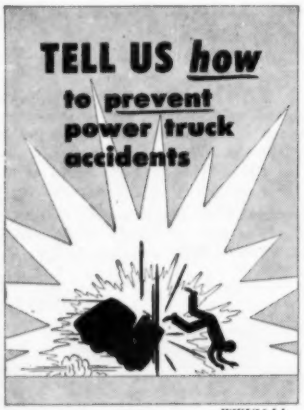
NATIONAL SAFETY COUNCIL

0242-A 8½x11½



©NATIONAL SAFETY COUNCIL

T-1249-B 17x23



NATIONAL SAFETY COUNCIL

0627-B 17x23

NATIONAL SAFETY COUNCIL

0616-A 8½x11½

NATIONAL SAFETY COUNCIL

0623-B 17x23

NATIONAL SAFETY COUNCIL

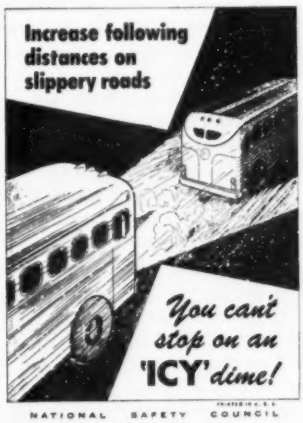
9015-A 8½x11½

V-1260-A 8½x11½

Remember- winter driving demands EXTRA caution
1 DECREASE speed
2 INCREASE following distance
©NATIONAL SAFETY COUNCIL

V-1264-B 17x23

V-1256-A 8½x11½



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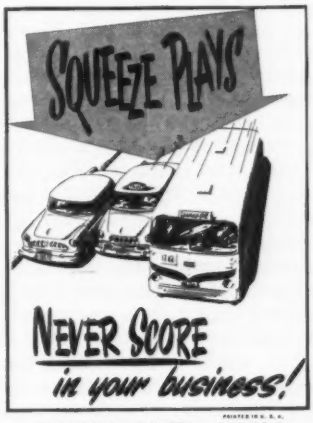

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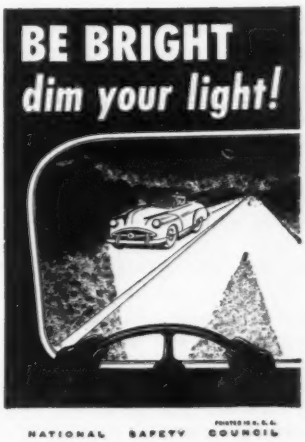
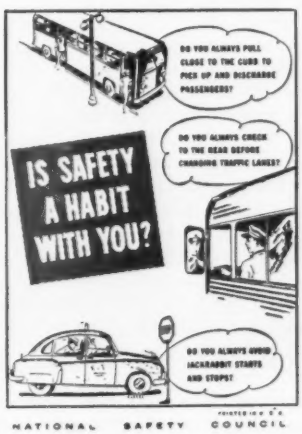


V-8894-A 8½x11½

V-8693-A 8½x11½


DO YOU ALWAYS PULL CLOSE TO THE CURB TO PICK UP AND DISCHARGE PASSENGERS?
IS SAFETY A HABIT WITH YOU?
DO YOU ALWAYS CHECK TO THE REAR BEFORE CHANGING TRAFFIC LANES?
DO YOU ALWAYS AVOID JACKRABBIT STARTS AND STOPS?
NATIONAL SAFETY COUNCIL

V-9260-B 17x23

V-9490-A 8½x11½

AN OPEN LETTER TO A TRUCK DRIVER

On the Occasion of His Winning a Safe-Driving Award

by Richard Kaywood, Ed. D.

An educator and organizer for safety can get excited over the performance of a professional in the driving field. This happened to the author, when he was executive director of the Santa Barbara Safety Council. He is still as excited about expert driving for he is presently working for the Anaheim Union High School District, Anaheim, Calif.

What's he doing? In charge of driver education and training.

Dear Bud:

It was with a sense of personal satisfaction that I heard about your outstanding safe driving record. In this day and age of traffic congestion, anyone who drives a full year without an accident can well be proud of his accomplishment. Truck drivers like yourself who drive many thousands of miles each year can afford the luxury of bursting their shirt buttons. Your personal achievement of ten years without an accident—without even a scratched fender—strikes me as bordering on the unbelievable.

I know you'd be the first to shrug off any personal glory, and to point out other drivers with over twenty years of professional driving without an accident. This does not detract from your achievement, but rather emphasizes the potential which is possible when properly approached by people to whom driving is really important.

I recently had the pleasure of participating in a celebration honoring the drivers of the Weber Baking Company of Santa Barbara who completed a year's perfect driving record—not a single accident by any company driver. This earned for them the special award, called the President's Safety Trophy, presented by the President of the Interstate Bakeries Corporation to the division of its organization with the best safe driving record. It also won the National Safety Council's Fleet Award for their division. During the course of the evening, as I spoke to drivers, safety personnel, and management, I began to appreciate the true significance of this achievement. I became aware of the intense pride which drivers take in their work, the spirit of teamwork in building a perfect record, and the deep sense of satisfaction at recognition by management and by the National Safety Council in their achievements. Driving a truck was more than just a job. It was a real challenge, a chance to prove one's worth, to develop special abilities essential not only to a highly technical profession but also to the elementary struggle for survival. You and your buddies have more than demonstrated the extent to which you have succeeded in meeting this challenge.

You know, the National Safety Council, ever since its inception in 1912, and our own Santa Barbara Safety Council, ever since its inception 42 years later, have been waging a relentless campaign to convince the motoring public that safe driving is possible and profitable—profitable not only in the customary financial sense, but even more so in the sense of opportunities to live and enjoy the profits of life's adventures. From a positive point of view, it is better to think of the reasons for living which the avoidance of accidents makes possible, rather than the pain and discomfort which accompany accidents.

You professional drivers are the living proof that traffic accidents are not necessary, that they don't just happen. In spite of vastly increased exposure to traffic hazards, you have demonstrated that driving a motor vehicle need not lead to death or injury, or even a scratched fender.

And so, it is especially significant that you and other professional drivers, indistinguishable from most other motoring citizens except perhaps for a deeper sense of social responsibility, a greater awareness of the importance of careful driving, and a pattern of driving skills matched by progressive driving attitudes, are receiving your NSC Safe Driver Awards at this time. It is also significant to me that the best driving records are most frequently accomplished in those outfits where management supports a vigorous safety program among its employees.

One final word. With all due respect to your outstanding achievements, I am convinced that the greatest challenge—and the greatest victories—are still ahead. Each year more and more millions of drivers and motor vehicles add to the traffic problem.

You drivers, and your families, have shown the rest of us that traffic accidents need not happen. But you can do more than demonstrate the truth of this argument. You can throw the weight of your performance into vigorous, active support of the National Safety Council, your local safety council, unions, and other public organizations carrying the torch for safety. The time is now. The campaign has hardly begun. You are the Minute Men who can most effectively sound the alarm and wage an aggressive battle against death and destruction on the roads. You have the proof positive that driving a motor vehicle need not lead to injury and death. The motoring public will listen to you and learn from you. The responsibility is yours, as it is mine, to help others prevent accidents. I urge you to accept this challenge. Remember, the life the other driver may save as a result of your example and active participation in the community traffic safety program, may be your own.

Again, sincerest congratulations on your outstanding record, and best wishes for your continued success.

Dick Kaywood

PRESENT MILLIONTH NSC SAFE DRIVER AWARD

First Winner Makes Presentation to Millionth at 45th Congress.

THE TABULATING machines at National Safety Council headquarters were chattering away in late September, processing lists of National Safety Council Safe Driver Award winners, printing the recipient's cards and posting lists of the award winners for the hundreds of companies which would be sent to them for their permanent files.

And all of a sudden, somebody noticed No. 1,000,000 popping its nose out of the pile.

It was a pleasurable shock that marked a milestone in the history of accident-free driving by professionals in America. And it adds up to this—men from trucking, taxicab, passenger fleets and transit and school bus operations throughout the land who have won the Council's Safe Driver Award approximate in number the populations of such cities as St. Louis, Cleveland or Baltimore.

Any way you look at it, a million NSC Safe Driver Awards represents a lot of safe driving. And it's truly significant when one realizes that this type of driving is done under the stiffest set of rules governing any award program in the world.

Leaders in the transportation field were alerted that the Council had passed the million mark in the Safe Driver Award program, and they felt that some special ceremony should be set up to honor the millionth winner of the award.

MR. ONE AND MR. MILLION

Joseph Papciak, winner of the first NSC Safe Driver Award presents millionth award to A. G. Pucucci in ceremonies at 45th Congress.

The driver that the laws of chance had designated as Safe Driver Award winner No. 1,000,000 was A. G. Picucci, a driver for the United States Post Office from Iron Mountain, Mich., who earned a 10-year award on July 1, 1957.

Somebody suggested that it might be a good idea to have the millionth Safe Driver Award winner receive his award from the very first driver to have received an NSC Safe Driver Award. So the girls checked the records. They came up with the original winner and checked out his present address.

Number one on the NSC Safe Driver Award winning hit parade was Joseph Papciak. He received the *highest award for professional safe-driving performance* in 1931, when he was a driver for Hinckley and Schmidt, Chicago. Mr. Papciak now works at the Goss Printing Press Company, Cicero, Ill.

So the wheels clicked and soon preparations were complete for the big moment when No. 1 met No. 1,000,000.

Not only did the two men agree to be on hand for the presentation, but the idea met with the enthusiastic response of their employers. Frank Kiss, personnel director for the Goss Printing Press Co., made all arrangements for his presence with that of Mr. Papciak, and Frank Goshey, director of the Minneapolis Region, U. S. Post Office accompanied his millionth NSC Safe Driver Award winner, Mr. Picucci to the National Safety Congress in Chicago for the affair. Also on hand for the ceremonies were T. J. Biddle, motor vehicle safety administrator, and Edward Landry, director of

To Page 58

A Transit safety man asks:

ARE WE KEEPING TOO MANY ACCIDENT RECORDS

Basic facts are needed, but are we duplicating records and effort, failing to provide usable material for practical everyday use?

by J. G. Butler

THE WHOLE country has gone haywire over figures! We are nuts about statistics! We are slap-happy about records, surveys, polls, analyses, ratings and, in general, any kind of accumulated data!

Now, before I discuss the wanton waste involved in the superfluity of accident records most transit companies maintain, I want to make it clear that I recognize the stern necessity of compiling statistical information and informative records relating to accidents. However, if everyone would carefully and honestly examine every report form, summary sheet and analysis record used in safety, claim and personnel departments, we could dispense with 25 per cent to 75 per cent of the material. This pruning is practically guaranteed to improve safety programs.

Anyone concerned with safety work in the transit industry should insist on certain indispensable data to direct or execute the attack on accidents. Without keeping basic records you cannot know where your activities should be concentrated nor measure the results of your efforts.

The author is Director of Personnel and Public Relations for the D. C. Transit System, Inc., Washington, D. C. This is a digest of his address before the Transit Section of the National Safety Council at the 45th National Safety Congress.

It has been the universal practice to establish and maintain vast systems of record keeping, involving all activities of the various transportation departments. Also, a misunderstanding existed on the type of information necessary to prepare reports. A better understanding of laws and regulations governing our operation has afforded relief in that direction.

Due to jealousy, distrust, and lack of proper communications between individuals and departments, record keeping was often established by more than one department within the same company. As an example we had established a record-keeping system for individual operators in each operating division, the training division, transportation department office, the dispatcher's office and a general statistical record maintained by the claims department. In addition to this, each operating unit published reports. Daily, weekly, monthly and annual reports provided excellent dust-catchers, but seldom helped reduce accidents.

Even worse, the reasons why certain records were religiously maintained were forgotten. A large number of personnel were devoting so much time to gathering information, preparing reports, tabulations, analyses and filing that no time remained to present the material to the operating personnel, at least not effectively. As a result offices are actually overstaffed, and the safety supervisor, submerged in a sea of statistics, becomes prone to adopt negative attitudes, whereas positive thinking is needed.

Even when we provided a sufficient complement of personnel to present analyses of statistical information, orally or in graphs, charts or written reports, the operators soon became bored and immune to such dry media. One of the quickest ways to sabotage a safety program is to bombard employees with too many statistics and records.

The actual cost of record keeping was not established nor was the excess of personnel evaluated; consequently, an appraisal of the eventual savings is not available. This is because departmental reorganization was the paramount objective and persons displaced were reassigned to other duties in other departments. Also, a 52-day work stoppage in 1955 caused a substantial reduction in personnel in all departments of our company.

The work stoppage gave us another opportunity to determine what records were actually necessary. We reassigned work so that no person was specifically allocated the exclusive task of record keeping. It was distributed as a routine detail of a clerk's activities.

A change in personnel made it possible to re-evaluate our needs and to establish a centralized location to maintain the records of the individual operators. We eliminated record keeping at our operating divisions and training division, thus relieving superintendents, supervisors, and clerks to perform a more desirable function.

The claims department still prepares the basic statistical information relative to number, date, location and classification of accidents under the system adopted by the American Transit Association. Each accident report shows the time, weather conditions, identification of operator and vehicle and, ultimately, the cost of settlement. From this reservoir of information, any form of analysis can be prepared.

The route and location analysis formerly prepared by the claims department was eliminated after a poll showed that the departments didn't use it. This not only released the person preparing it for other duties but eliminated files where useless material was accumulating. Any route or location accident information necessary can be secured from the reports maintained in our claim department or dispatcher's office.

Time to Analyze

A day by day comparison record is maintained of the number of current accidents with the number that occurred during the same period last year. This gives us a general view of our accident situation at any particular time. The time to analyze basic records to determine which lines, areas, types of vehicles, times of the day, individuals or groups of operators or kinds of accidents require special attention, is not daily, weekly, monthly or annually. Instinct or inspiration will not prompt you to select the particular problem in most need of corrective measures. On the other hand, an elaborate record system will not tell at a glance just where tomorrow's efforts should be aimed.

We can justify undue emphasis on records covering every detail of our accident picture by saying it is impossible to determine what phase of the operations is costing claim dollars unless we have at our fingertips a day-by-day picture of each minute component of each accident. Cluttering up your files with nonessential accident records which require daily or weekly attention certainly is not going to reduce accidents.

Top management is not impressed by formidable reams of records. Don't wait for an order to reduce paper work! Self-imposed restraint in documenting details will not only lighten the clerical administrative and supervisory load of the safety department, leaving time and thought for action, but will also produce the results that management is entitled to and demands from the safety program.

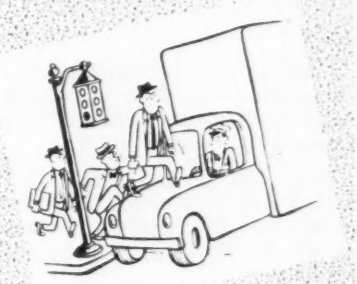
Happy Medium

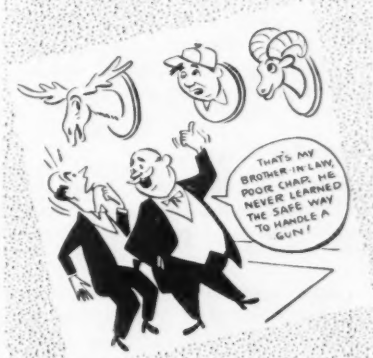
There is a happy medium between processing too much accident information on the one hand, and not compiling or periodically analyzing basic records on the other hand. The safety man who thinks he can get along without records is a fool, but the safety man who overdoes the record keeping will be so confused and have so little time for constructive work that he will actually find an ever-increasing number of accidents to add to his records.

To specify precisely what records are necessary is virtually impossible. The size of the operation, the effectiveness of the present safety program and other individual considerations all have a bearing on the answer. Two transit properties of identical size and operating characteristics may well require entirely different amounts of record keeping to aid in their respective accident prevention efforts.

A little study will reveal that we seldom refer to a great portion of our records. If we desire to use them, it would not be difficult to obtain special statistics promptly, provided we plan the basic record keeping in such a manner that you won't need an electronic brain to produce the information.

The real secret to a successful, economical and effective accident record lies in intelligent planning of the raw material. If you secure adequate primary information, it is easy to extract almost any specific data, including helpful comparisons, trends and examples. Just see to it that your thinking and planning and doing are not hampered by the vicious habit of piling up records that smother rather than serve a progressive program of safety promotion.





THE SAFETY LIBRARY

By Ruth Parks, Librarian, NSC

Books, pamphlets, and articles of interest to safety men.

Accident Records

Accident Records as a Base of City Enforcement Planning. *Public Safety Memo No. 107,* 11pp., 1957 edition. 20c. National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Alcohol

Chemical Tests to Determine Alcohol Influence—Their Use and Misuse. Robert L. Donigan, *Traffic Digest & Review,* pp.11-29 Oct., 1957.

Testing the Drinking Driver. *Public Safety Memo No. 29,* 6pp., 1957 revision. 20c. National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Belts

Seat Belts—Help or Hazard. *Commercial Car Journal,* pp.80-81+, Oct., 1957.

Circles

Traffic Circles in Washington, D. C. D. S. Brinkley and W. L. Braun. *Traffic Quarterly,* pp.544-556, Oct., 1957.

Commercial Vehicles

Accident Rates, 1956-57. *Motor Transportation Fleets and Final Bulletin, National Fleet Safety Contest with Award Winners,* 67pp., 1957, 85c. National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Controlled Access

Planned Access—Control Keeps Our Highways Young. Charles W. Ahner, *Traffic Quarterly,* pp.458-476, Oct., 1957.

(How controlled access develops under Wisconsin's enabling legislation—including effect on driveways.)

Drivers and Driving

Driver Testing and Training. Donald S. Buck, *Traffic Quarterly,* pp.501-513, Oct., 1957.

(Are tests accomplishing what they should for licensing drivers?)

Motorist Injuries and Motorist Safety. Jacob Kulowski, guest editor, pp.251-344, Section III of the book *Clinical Orthopaedics.* Anthony F. DePalma, Editor, 353pp., 1957. J. B. Lippincot Co., Philadelphia, Pa.

(A symposium covering driver's skill, psychological testing, medical screening and licensing, car design, safety belts, role of coroner and some orthopedic aspects.)

A plea for Better Driver Licensing. Joseph N. Bell. *Kiwanis Magazine,* pp.24-25+, Oct., 1957.

Engineers

Education and Training for Highway Engineers. Robert Winfrey, *Traffic Quarterly,* pp.557-572, Oct., 1957.

Highway

Highway Needs Studies—1957. A Symposium. *Bulletin 158,* 133pp., 1957. Highway Research Board, 2101 Constitution Ave., Washington 25, D. C.

Old Roads. Maxwell N. Halsey. *Traffic Quarterly,* pp.580-595, Oct., 1957.

(Upgrading roads and streets for use in today's system.)

The Problem of Service Facilities on Planned Access Highways. NHUC's Research Department, 11pp., 1957. National Highway Press Bldg., Washington 4, D. C.

(Legislative provisions in various states.)

Urban Highway Planning: Its Increasing Importance. C. D. Curtiss. *Traffic Quarterly,* pp.445-457, Oct., 1957.

Lighting

A Bold Look at Street Lighting Trends. Part I., W. B. Elmer. *American City,* pp.149-152, Nov., 1957.

The Many Advantages of Modern Street Lighting. F. J. Mieke. *Municipal Lighting Engineers,* pp.41-42, Sept.-Oct., 1957.

Night Driving

Slaughter After Sundown. C. M. Thomas. *Best's Insurance News—Fire and Casualty,* pp.77-79, Oct., 1957.

Paint

A Study of Traffic Paint Specifications. *Highway Research Correlation Service Circular 347,* Oct., 1957, 5pp. and tables. Highway Research Board, 2101 Constitution, Washington, D. C.

Planning

Major Street-Planning Problems Solved by Factual Studies. Edward M. Hall, *Traffic Quarterly,* pp.529-546, Oct., 1957.
(La Jolla area.)

Police

The Conference Method—A Stimulant for Police Management and Training. Dan Hollingsworth. *Police,* pp. 18-24, Sept.-Oct., 1957.

Psychology

The Mind and the Motorist. A Symposium on Psychological Factors Contributing to Traffic Accidents, 72pp., 1957. Sponsored by Nebraska Psychiatric Institute, 602 S. 44th Ave., Omaha, Nebr. and *Omaha World-Herald,* Omaha, Nebr.

Research

NU Scientists Launch a 3-year Accident Study. *Traffic Digest & Review,* pp.4-6, Oct., 1957.

(Committee, sponsors, approach and scope.)

Research as Applied to Traffic Engineering. Lawrence R. Hafstad, 21 pp., 1957. Institute of Traffic Engineers, 2029 K St., Washington, D. C.

(A review of the problems in approaching future traffic safety re-

search. A paper presented at 27th Annual meeting, ITE, Sept. 24, 1957.)

Signs and Signals

Chattanooga's Electronic Control Reduces Traffic Delay Drastically. Marble J. Hensley. *American City,* pp.141-145, Nov., 1957.

(Improves traffic flow and reduces accidents.)

Montgomery Uses New Relay in Search for Safety. W. O. Shrader. *Municipal Signal Engineer,* p.31, Sept.-Oct., 1957.

(An effort to make the red signal more conspicuous to the driver.)

Oregon Standards for Traffic Signal Installation. W. R. Zirkes. *Municipal Signal Engineer,* pp.44-46, Sept.-Oct., 1957.

Urban Roads Given High Capacity through Medians and Signals. A. L. Himelhock. *Traffic Quarterly,* pp.514-528, Oct., 1957.

(Improving flow of traffic approaching Los Angeles International Airport.)

Speed

Are We Over-emphasizing Speed as an Accident Cause? Roger G. Stewart. *Traffic Quarterly,* pp.573-579, Oct., 1957.

South Carolina's New Speed Law. Claude R. McMillan. *Traffic Quarterly,* pp.492-500, Oct., 1957.

(Enforcing the minimum speed law.)

Surveys

Tabulation of Annual Traffic Causes Including Comparative Figures for 1948-1956. H. D. Mills, 48pp., 1957, Nevada Department of Highways, Carson City, Nev.

(Nevada conducts annual traffic census one week in July not including the 4th.)

Tires

Measurement of Tire Cornering Forces on Ice by the Restrained Cornering Method. David W. Whitcomb. Report No. C.A.L.-86. 1957, 14pp. and charts. Cornell Aeronautical Laboratory, Buffalo, N. Y.

(Report of analysis of test data from the January, 1955 test program of the National Safety Council's Committee on Winter Driving Hazards.)

Traffic

Recommendations of the 1957 Governor's Traffic Safety Conference, 16pp., 1957. Governor's Traffic Safety Committee, State Capitol, Sacramento, Calif.

Training

Patrolmen Work Overtime for Safety. *California Highway Patrolman,* pp.10-11, Oct., 1957.

(Salinas, Calif. evening driver training school for violators and others.)

Transit

The Cardiac in the New York City's Transit System. Jacob L. Oberman and others, *Industrial Medicine and Surgery.* pp.499-505, Nov., 1957.

Violators

Trial by Accidents. 1957. 16pp. Safety Division, Motor Vehicle Department, Madison 2, Wis.

(Points out violations that lead to accidents. A teaching aid for traffic court schools.)

Addresses of Magazines

American City
Buttenheim Publishing Co.
470—4th Ave.
New York 16, N. Y.

Best's Insurance News—Fire & Casualty
Alfred M. Best Co.
75 Fulton St.
New York 38, N. Y.

California Highway Patrolman
California Association of Highway Patrolmen
1213 H. St.
Sacramento, Calif.

Commercial Car Journal
Chilton Co.
Chestnut & 56th Sts.
Philadelphia, Pa.

Industrial Medicine and Surgery
605 N. Michigan Ave.
Chicago 11, Ill.

Kiwanis Magazine
Kiwanis International
520 N. Michigan Ave.
Chicago 11, Ill.

Municipal Signal Engineer
International Municipal Signal Assn.
130 W. 42nd St.
New York 36, N. Y.

Police
Charles C. Thomas, Publisher
301-327 E. Lawrence Ave.
Springfield, Ill.

Traffic Quarterly
Eno Foundation for Highway Traffic Control
Saugatuck, Conn.

Coming Events

From Page 15

Mar. 4-5, Boise, Idaho
Governor's Safety Conference (Hotel Boise).

Mar. 16-19, Dallas, Texas
Nineteenth Annual Texas Safety Conference (Adolphus Hotel). J. O. Musick, general manager, Texas Safety Association, Inc., 830 Littlefield Bldg., Austin, Texas.

Apr. 15-18, Detroit
Twenty-eighth Annual Michigan Safety Conference (Sheraton Cadillac). Ben Duguid, executive secretary, Allstate Insurance Co., 16130 Northland Drive, Detroit 35, Mich.

Apr. 16-17, Indianapolis
Eleventh Central Indiana Safety Conference and Exhibit (Claypool Hotel). Jack E. Gunnell, director, Indianapolis Safety Council, Indianapolis Chamber of Commerce, Indianapolis 11, Ind.

May 1-3, Richmond, Va.
Annual Conference of the Virginia Safety Association (Monticello Hotel). James T. Wadkins, manager, 2501 Monument Ave., Richmond, Va.

May 6-8, Buffalo, N. Y.
Eighteenth Annual Western New York Safety Conference and Exhibit (Hotel Statler) Clifford H. Seymour, executive secretary, P.O. Box 315, Niagara Falls, N. Y.

Nov. 10-14, Miami Beach
Annual Meeting of the Institute of Traffic Engineers (Deauville Hotel). Contact David M. Baldwin, executive secretary, 2029 K Street, Washington 6, D. C.

URBAN TRANSPORT PROBLEM

Brookings book points up growth of suburbia and role expected of public carriers.

Reviewed by Edward L. Smith

THE METROPOLITAN TRANSPORTATION PROBLEM, By Wilfred Owen, published by The Brookings Institution, Washington, D. C., Price $4.50.

Realizing that the transportation problems of our cities and their rapidly expanding suburbs are the most urgent and neglected transportation problems confronting the country, the Brookings Institution in this book has attempted to look into the problem of urban mobility as a whole, and to explore some of the inter-relations between transport development and urban living. The objective of the book is to determine the requirements of public policy demanded by modern transportation and modern cities in order to utilize to the maximum advantage the benefits that each has to offer.

Mr. Owen states that, "We are engaged in a race between the increasing mobility provided by the automobile and the highway, and the increasing distances apt to be traveled from home to work, from home to recreation, and from city to country. Unless . . . the development of a better urban environment from companies, the development of better highways, the race will be lost. We shall merely be using better transportation to compensate for growing inaccessibility. Under these conditions, the possibilities of adapting to the automotive age are not promising."

In regard to the present crisis in public transportation, Mr. Owen indicates that the downward trends in mass transportation, whether by local transit or commuter rail lines, are in part the product of revolutionary changes in economics and technology and shifting patterns of urbanization. One of the principal questions clouding the future of urban transportation is the role that can be expected of public carriers. The answer will have a serious impact on future patterns of urban development in the United States, according to Mr. Owen.

In his discussion of the shortcomings of current efforts in searching for some better way of handling the urban transportation problem, Mr. Owen states that the establishment of toll authorities, transit authorities, port authorities, parking authorities, and a variety of inter-governmental agreements and study commissions will play an important part in arriving at sound solutions in regards to new methods of administration, finance and operation.

"Despite the efforts conveyed," continued Mr. Owen, "progress for the resolving of fundamental problems has not been impressive." In listing his reasons for this, he includes:

1. Current action to provide highways, parking, and transit is being taken independently without any definite concept of the relative roles that can be effectively played by the automobile and public carriers in the future.
2. Current methods of finance will not meet the extraordinary requirements of highway modernization, terminal development, and transit operations.
3. Current efforts are being undertaken without any organizational agreement to make possible the necessary geographical coverage and the necessary physical coordination of facilities and services. With few exceptions, each sector of the transportation system is being operated in a vacuum, and a partial approach is leading to only partial solutions.
4. The current approach to urban transportation problems is that most of the steps taken thus far have concentrated on the supply side of the problem. Little effect has been made to analyze the factors underlying transportation demand with a view to bring supply and demand into better balance.

From a review of the relative cost and service characteristics of public and private transportation, Mr. Owen concluded that travel requirements and consumer choice will continue to favor the automobile. However, he concludes that the competitive aspects of auto and transit have been over-emphasized and that actually their respective roles are to a large extent complementary. Failure to plan and operate the transportation system as a unified whole has made impossible the most effective use of available transportation facilities to meet the variety of conditions imposed by urban transportation demands.

Insofar as financing transportation services are concerned, Mr. Owen concludes that present financial policies governing the provision of transportation in urban areas is in need of a thorough overhauling. Financial success is not likely to be accomplished short of an integration of facilities and services aimed at self-support for the transportation system as a whole.

The widespread search for administrative solutions to organizing metropolitan transportation has led for the most part to single-purpose agencies: toll-road authority, parking authority, transit authority, port authority or airport authority. It has not been possible to put into operation anything approaching effective arrangements for providing a regional transportation system. The metropolitan area continues to operate with outmoded administrative machinery that is unable to meet the pressing transportation needs of an automotive age.

In summary, Mr. Owen states that an effective solution to the urban transportation problem should meet three tests. First, it should be functionally comprehensive by including all forms of transportation applicable to the problem. Second, it should be comprehensive geographically by including not only the city, but the metropolitan area and all the affected region. Third, it should be comprehensive from a planning standpoint by assuring that transportation is used to promote community goals, and that the community plans make satisfactory transportation possible.

This book is easy to read, authoritative and well documented. The appendix includes 26 tables of statistical information relating to the metropolitan transportation problem.

GOVERNMENT MEETS THE TRAFFIC PROBLEM

State *From Page 9*

with it. When developed it had to have public support, and the features requiring enforcement had to be enforced.

3. The discussion, the spirit in which it was conducted, the wide participation and intense attention of the governors in it, all testified to a determination on their part to give leadership. One of the governors, summarizing his view of the session, said he had been coming to the meetings of the Governors' Conference for six years, and "this," he said, "has been the most practical and informative session that I have attended." He spoke, certainly, for a great many there.

As a result, the governors decided that they needed a special Highway Safety Committee, and they created it there at Atlantic City—a committee that would set to work immediately to study and draw up specific recommendations; a committee, we can now report, that has led the way to the widest and most promising state action—by legislatures and by administrators—that the country has ever had in one year for highway safety. And the work continues.

The committee was—and is—a strong one. It had, and has, as its chairman Governor Ribicoff of Connecticut. He had led an exceptionally effective traffic safety program in his own state, and he has given the work of the committee unstinting time and energy. Working with him as committee members are eight other resourceful governors, representative of all sections of the nation.

The committee set to work rapidly and intensively in the summer of last year—rapidly and intensively because it knew that early results were essential, that many of these results would require legislation, and that if the committee was to give effective leads to the legislatures in the big legislative year of 1957, it would need to have its report in all the state capitals well in advance of those sessions, most of which began in January. Furthermore, although the committee well recognized that much remained to be learned about the ingredients of traffic safety, a great deal was known right then. Continued study had to be pursued. But, meantime, leadership and action were required *at once*. The people who might die on the highways in 1957 couldn't be saved by research addressed to 1960.

And so, using the staff services of the Council of State Governments for fact finding and assembling, and taking the counsel of organizations long qualified in the traffic safety field—prominently including the National

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Circle Item No. 5—Reader Service Card

Safety Council—the Governors' Conference Committee held a succession of meetings, weighed the relevant proposals, and reported in November, 1956. Its report — a tersely written brochure—went to every governor and, through the governor, to every legislature in the country. It presented a series of specific proposals. Many of you have examined the report, and I shall not go over the whole program here. But I shall emphasize some guide lines.

The report presented, in fact, two sets of recommendations—one for immediate action, the other a long-range program. The committee recognized that they overlapped, that many of the recommendations labeled "immediate action" had long-range aspects, and that some of the "long-range" proposals could be put under way promptly in some states. Nevertheless the distinction was in general a valid one.

The program for "immediate action" had several types of proposals —all of them addressed to every state in the Union.

Certain recommendations dealt with machinery to coordinate traffic safety programs at the state level, under the governors' leadership, and involving the action of other state executives and legislatures. Proposed also were annual conferences of judges, prosecutors and police concerned with traffic cases.

Heavy emphasis went to means for improved enforcement. These included enlargement of highway patrols, use of modern devices such as chemical tests for alcohol and radar for speed, better investigation of accidents, use by the state police of the uniform no-fix traffic ticket, suitable minimum fines and penalties for all serious violations, review of license suspension and revocation procedures, and interstate exchange of information so that action could be taken in one state as to drivers who violate traffic laws in other states.

Closely allied with enforcement were recommendations to improve state records of accidents and violations. And the need for better organization, qualifications and procedures in traffic courts received attention.

Drivers' licensing procedures, the committee underlined, should meet or exceed the revised 1957 standards of the American Association of Motor Vehicle Administrators.

Recommendations were set forth both for development of sound driver education courses in the high schools and a driver improvement program for those whose need for special attention is indicated by accident records.

A broad program of uniform legislation was proposed—on rules of the road and vehicle equipment, in line with the Uniform Vehicle Code, and so was legislation to enable cities to adopt a uniform traffic ordinance by reference.

Balanced Program Urged

The committee suggested means of obtaining informed and effective public support. And finally it proposed that the states "provide the funds necessary to implement all the elements of a balanced program."

Such, in general, was the "immediate action" program, summarized in eighteen recommendations and spelled out in the text. The long-range program—similarly summarized, and similarly spelled out — proposed among other objectives that each state:

Thoroughly study its highway patrol—its organization, selection, training and operation; strengthen the staffs of highway and traffic engineers; establish a vehicle inspection program as soon as the other elements of a balanced program had been developed; insure that the state department of education — and colleges that train teachers—improve the safety education program; seee that the organization and personnel of all agencies responsible for traffic safety are adequate to the task; and, finally, determine what further contributions the state can make to promote research on the causes and prevention of highway accidents.

And the results? Well, I think that an examination of them would be instructive to a gentleman who talked with us the other day. The gentleman represented, shall I say, the man in the street. He came into the office to fix some telephones. He had a little time on his hands while waiting for the janitor, so we asked him if he would like something to read. Specifically, we offered him something on taxes, explaining that we had much literature on this subject, and it might interest him since his bill would be paid out of taxes. That reminded him of something.

"Just what," he asked, "does this organization do?"

"We try," I replied, "to help make government better."

"Well," our man in the street commented, "you don't seem to be having much success."

We in government don't resent that sort of thing. We expect it. People are always hard on government — partly, I'm sure, because it belongs to them, partly because they all pay for it, and partly because they depend on it for so many things. But I don't think our man in the street gave a completely balanced verdict. I'm sure that if he weighed what has happened as a result of the Governors' Conference lead for highway safety he would think better of government.

States Report Progress

By the middle of 1957 — with a number of legislatures still to report —the Highway Safety Committee was able to report to the Governors' Conference that 15 states had increased the size of their highway patrols, one had established a program to permit automatic increases in its patrol to keep pace with rising vehicle registrations, another adopted a requirement that all highway patrolmen and licensing examiners take intensive college-level driver education courses. Among numerous other acts affecting enforcement, six legislatures had enacted or revised laws on chemical tests for intoxication. Several states had authorized use of radar and admission of radar evidence in court and a number had increased their penalties for serious traffic offenses, especially drunken driving. Use of uniform traffic tickets and uniform accident report forms likewise increased.

In the area of licensing, two states had passed the country's first law providing for provisional licensing. One had adopted legislation requiring reexamination of all drivers every four years. Several had tightened their provisions on licenses for teen-agers and had adopted stronger license examining procedures. At least one state was added to the list with point systems for license suspension. Connected with certain of the license systems, driver

To Page 63

CITIES HIT THE TRAFFIC SAFETY JACKPOT

From Page 29

Standardized accident reporting techniques, the use of spot maps, selective enforcement procedures, the School Honor Roll program of the National Safety Council and the standard accident reporting system for schools are standard items on these "green sheet" meetings.

And, often—as a result of the spread of knowledge that obtains in these classrooms and "bull" sessions with NSC staff and other Coordinators, an idea is born to send some enterprising police officer to Northwestern Traffic Institute for the long course, or—perhaps—a young traffic engineer is slated for special studies at the Institute of Transportation and Traffic at either of the two campuses of the University of California, or maybe it's an idea to get the local traffic judge to attend a Traffic Court Conference to be held under joint sponsorship of the American Bar Association's Traffic Court Program and a nearby university.

The Coordinator is the key to the success of the local traffic control and accident prevention program. He can kill it with a "sudden, public presentation" just as surely as if he had planned it that way.

The success story isn't written that way. Instead, the good Coordinator, by properly planning an Analysis presentation, can greatly accelerate natural progress in traffic safety.

First, he will call a preliminary meeting with department heads and others who have prepared the original Inventory reports. During these meetings, the NSC representative will determine the most effective items for public presentation after discussion of the following elements:

a. Reporting errors or misunderstanding of questions.

b. Progress that has been made since the reporting period.

c. Program priorities believed most important by officials.

The companion step is the public meeting. This, too, is the responsibility of the Coordinator. If he arranges the right kind of meeting, key civic and business leaders can be informed of the major needs of their community trafficwise.

When cities put major attention on major needs, they build progress in accident prevention. It takes some doing. The mayor or other chief administrator has a follow-up job to do. He must pinpoint the priority targets for attack.

Some improvements can be had by policy decision. They are executive or administrative matters. Others require changes in program but do not necessarily mean more personnel, and there will be some that call for budget

To Page 59

For Traffic Surveys...
THE TRAFICOUNTER, JR.
is a simple, sturdy, time-tested device for traffic counting. It is pneumatically actuated by means of the road tube attachment.
Traffic volume is easily read on direct reading counter. Can be rapidly installed anywhere. Rugged construction; will last for years.
Write for illustrated Bulletin.
TORONTO, ONTARIO E. A. HORTON SALES CO., 3071 BLOOR ST. WEST
THE STANDARD OF ACCURACY SINCE 1888
STREETER-AMET COMPANY
GRAYSLAKE • ILLINOIS
Branches in Detroit, Pittsburgh, Allentown, Birmingham and Los Angeles
Circle Item No. 11—Reader Service Card

SAFETY FILMS

THREE more films have been added to the Ford Motor Company's growing list of free-loan driver training productions. Two are part of Ford's *Driver Education Series* (six films prior to this release). The other is for both the new driver and the general driving public.

The two new films are *Automatic Transmission* and *Pedestrians*. Both are black & white productions running 10 min. each and were released in the latter part of 1956.

Automatic Transmission acquaints the new driver with various systems and gives some illustrations on how they operate. Primarily the film illustrates how they should be used—from starting the car, short and long stops, accelerating for passing, to parking. The instruction is very detailed. Many tips on precautions and safety factors are included, some which may not be known even by experienced drivers using the system for the first time. Also covered is how to rock the car when stuck, when and how to use the "low" gear on dry or slippery pavement and going up and down hills. The manufacturers' instructions for use and maintenance are stressed. (The Ford transmission system is used but not identified and drawings are included to show the viewer the types of gear-shift panels for the systems.)

Pedestrians, although mainly for the driver, could be shown to the pedestrian as well. It shows (and tells) the driver what to look for in pedestrian action to avoid an accident. Clues to the presence of a pedestrian, even if not visible, are illustrated; hidden traffic signals which the driver might not see (but the pedestrian does); hazards in areas where children may be or are present; bus stop (and school bus) area hazards; country and residential pedestrian hazards are among the many factors pictured.

A good many bad pedestrian habits are pointed out in this film which makes it useful for showing to non-driving groups. A point is made that those pedestrians who don't drive aren't always good judges about automobile speeds, stopping distances, and general operation, and may expect the impossible from the driver who has to avoid hitting them. Courtesy and proper attitude on the part of the driver (and indirectly, on the part of the pedestrian) are stressed.

These two films can be obtained for short-term loan or purchase and both have been cleared for TV use.

The production for the new and experienced driver is called *The Smith System*. It's an eight-minute black and white movie released this year. It illustrates five driving habits, which if practiced, will help eliminate the distractions which can cause accidents. The distractions are first shown and then the five principles (habits) are named and shown in practice in various situations. The five: 1. Get the big picture; 2. Aim high in steering; 3. Keep your eyes moving; 4. Make sure they see you; 5. Leave yourself an "out." Although these are safe driving practices, they are also attitudes and the film deals with both defensive driving and attitudes toward safety.

This film is available from Ford on a free-loan basis. Requests for any of the three Ford films should be sent to Ford Motor Co., Motion Picture Dept., The American Road, Dearborn, Michigan.

How to Drive. 122p., 1957. American Automobile Association, Washington 6, D. C. $1.00.

Prepared for use in adult driving classes and as a practical guide for all drivers, the American Automobile Association's new booklet *How to Drive* fills a great need for driver training and adult retraining. Written in concise, readable form, the booklet contains much of the present-known information on driving and safe driving techniques. It is updated to include a chapter on Expressway driving and also provides some valuable tips on driving cars with automatic transmissions.

Technically accurate, the booklet is at the same time easily read and quickly understood. Good driving "Tips" at the ends of chapters are also helpful to motorists in improving their safety performance and to promote economy and enjoyment of driving.

How to Drive is a completely new booklet. It succeeds an earlier booklet of the same name but has entirely new material. It is also not intended as a substitute for the AAA textbook for high school driver and traffic education courses, *Sportsmanlike Driving*.

The film is directed to elementary school children and shows the rider the safety rules he or she must know in order to be able to pass an "operator's license" test. An older boy illustrates performance techniques, traffic rules and procedures, inspection and maintenance practices for his younger brother.

The film should help in a school bicycle safety program. Black and white or color prints can be purchased from Coronet Instructional Films, Coronet Building, Chicago 1, Ill. Information on obtaining rental prints can also be obtained. The film runs about 11 minutes.

MILLIONTH AWARD

From Page 49

safety and health of the United States Post Office Department.

Walter F. Carey, vice president for traffic and transportation, National Safety Council, presided at the joint session of the Transit Section and Commercial Vehicle Section of the Council. Held in the Illinois Room of the La Salle Hotel, it was a jampacked session. And the Congress delegates cheered Drivers Papciak and Picucci to the echoes, when the presentation was completed.

"The significant thing about this," Mr. Carey pointed out, "is—that in the short space of a quarter century, more than 275,000 drivers are now enrolled under the program, and more than 140,000 of them will earn NSC Safe Driver Awards this year."

More than 1,200 of America's top fleets are using the Council's complete motor transportation services—all of their drivers eligible to compete for the most coveted award in the field of professional safe driving.

CITIES HIT JACKPOT

From Page 57

—the investment of city money.

Some of the priorities will call for the adoption of local laws or ordinances, others will wait on state action, and still others require the concerted attack of a number of cities in a metropolitan area.

The separation of these items by the top local authority is of prime importance. If a policy decision can effect an important change, it should rate top priority. The activity that calls for public support rates a different category. And the establishment of a priority is the "must responsibility" of a city's top public official.

Check the results in these California cities and—no matter where you live—ask yourself the question, "Why can't we share in this jackpot? Why can't we have a program of traffic control and accident prevention that will serve as a kind of civic life insurance?"

California is fortunate. The California Safety Foundation is making a tremendous contribution to accident prevention in the state. Its top leaders, the heads of business and industry of national stature are among our most ardent supporters of traffic safety. Public officials, realizing that the California population is on wheels, shout their support. Yet 52 large cities in California do not take part in this life-giving program. Why?

And in the 47 other states and the District of Columbia, this most efficient tool in the fight to make traffic safe and expeditious works smoothly. It is the subject of our top officials' conversations and earnest policies. It will be the subject of discussion by many more thousands in four regional conferences called by the President of the United States to be held from March through May across the face of the land.

There are three steps by which cities can share in this greatest of jackpots, where the payoff is life itself:

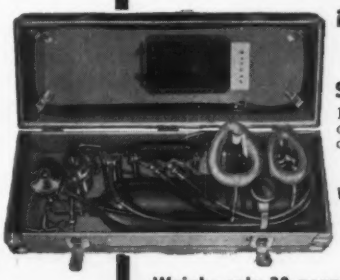
1. Submit a report in the annual Inventory of Traffic Safety Activities.
2. Make the Analysis presentation effective in pinpointing the local traffic weakness and raising public clamor for a remedy.
3. In doing this, put major emphasis on major needs. END.

"How to Live" Author Killed in Traffic

DR. JOHN A. SCHINDLER, 54, who gained national prominence for his best-seller book, "How to Live 365 Days a Year," was killed November 16, when his car struck a cement culvert on Green County Highway "K," near Monroe, Wis.

Circle Item No. 6—Reader Service Card

ALL PURPOSE PROTECTION



in respiratory emergencies
STEPHENSON
"MINUTEMAN" RESUSCITATOR
Simple Dependable Safe

Designed for quick service when breathing accidents occur, such as smoke suffocation, gas poisoning, drowning, shock, heart attack, etc.
No industrial plant should be without this protection.

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Weighs only 30 pounds.

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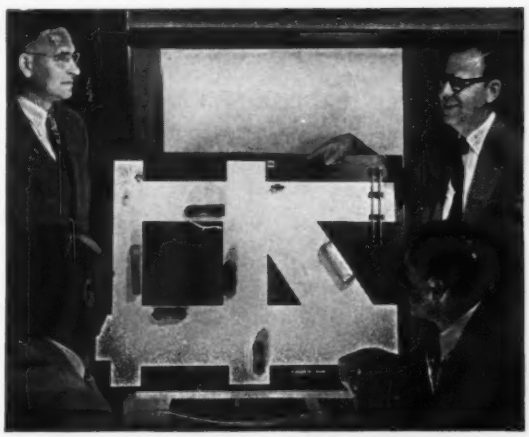


THE "EYES" HAVE IT . . . .

Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.
It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

Write for our folder. It contains full information.

MAGNO SAF-T BOARD© EMIGSVILLE, PA.

Circle Item No. 7—Reader Service Card

NEW... SAFETY EQUIPMENT

Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.

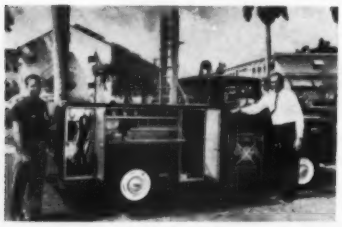
Auto Seat Belt

Laboratory tensile strength tests show over 6,000 pounds for these new "metal to metal" buckle, all nylon webbing auto seat belts. The quick-release buckle is chrome plated, light, strong, convenient and attractive. There is no protruding lift plate to catch or trip accidentally.

The two-inch wide webbing is 100 per cent nylon, shock-absorbing, long wearing, and easy to clean. The "Safe-Hi" seat belt comes in gray, flame, maroon, royal blue, navy blue, black, brown, yellow and green, to match car interiors.

The floor attachment hardware includes heavy steel plates to reinforce the car floor. All hardware and fixtures are included in the easy assembly kit. The belt is light and comfortable and will fit any person, seat, auto and some trucks. Other trucks require special lengths.

Rose Manufacturing Company, 2700 W. Barberry Place, Denver 4, Colo. (Item 41)



Repair Truck

This specially designed half-ton truck, equipped with a telescoping ladder, serves as an on-the-spot repair shop for the City of Miami's network of traffic signals. "Job-Planned" for use by the Division of Traffic Engineering, the vehicle is designed to reduce the time required to service on-the-street equipment.

The telescoping aluminum ladder enables service crews to reach overhead traffic signals. Shelves and divider trays in the truck's six watertight compartments hold specialized tools, equipment and parts.

Doors on the horizontal compartments serve as workbenches when lowered. The truck is also equipped with a two-way radio, siren, spotlight and roof-top warning light. The body is mounted on a standard Ford chassis. Two vertical compartments have special shelves and sections for light bulbs, wire, lenses, cleaning materials and other parts. Two other vertical compartments have hooks for hanging ropes, block and tackle, jacks, cutters and other equipment.

Reading Body Works, Inc., Reading, Pa. (Item 42)

Wiper Arm Pressure Indicator

A new, precision-built instrument that tells when windshield wiper arms lack sufficient pressure to give a clean wipe has been developed.

The "Tel-Tale" Wiper Arm Indicator quickly indicates which arms should be replaced.

The high grade, precision, stainless spring steel assembly accurately registers arm pressures from 0 to 16 ounces. Readings appear on the front and back of the shirt pocket-sized Indicator, clearly visible to the operator.

Preliminary tests with the indicator by safety authorities reveal some interesting statistics about wiper arm pressures. Of 1,700 cars checked in several cities, over 90 per cent failed to meet the safe-driving standard specified by automobile manufacturers of approximately one ounce of pressure per inch of wiper blade length. Weak wiper arms permit wiper blades to streak, wind lift, skip-wipe, and snow-pack, creating serious driving hazards.

According to the manufacturer, the indicator is a positive means of identifying weak arms and is available for safety authorities for the first time.

The Anderson Company, 1075 Grant St., Gary 40, Ind. (Item 43)

For More Information—Circle Item on the Reader Service Postcard

Reflective Glass Beads

No. 831 improved reflective glass bead for application to traffic signs, street name signs and license plates now makes possible white and yellow signs with reflectivity and message legibility not previously available. The beads are applied at economical cost by conventional methods and "Permanized" with "Stormcote" protective covering agent. The signs are weather, water, dirt and wear resistant and provide night and day reflectivity.

The complete angularity of the 831 bead assures full legibility up to the point of passing. Surface glare is avoided without dead spots. The signs will repel dirt and have the ability to withstand industrial fumes and atmospheric conditions.

They are available in all standard sizes for application to traffic signs and they also are manufactured in an "extra-fine" grade for street name signs and license plates.

Flex-O-Lite Manufacturing Corporation, 831 Flex-O-Lite Drive, P. O. Box 3066 (Affton Branch) St. Louis 23, Mo. (Item 44)

Street Lighting Automatic Switch

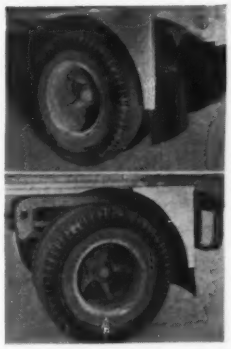
A new electro-mechanical control for automatic switching of street lighting circuits is called the "Synchro Switch."

The control does not utilize tubes, transistors, or a magnetic load relay in its circuit. By eliminating these components, the switch also eliminates heating and "drift" problems caused by amplification losses and tube aging.

Tubes and transistors are replaced in the switch by a cadmium selenide photocell which senses any change in surrounding light conditions. The unit also incorporates a synchronous motor and a high-capacity, snap-action switch which turns the street light on or off, depending on light conditions. The system is protected against transient light by an integral time delay. The control has a range of adjustment from .5 to 8 footcandles. One of its unique features is that both the turn-on and turn-off points can be easily and accurately adjusted. Load rating of the control is 1,200 watts at 120 or 240 volts. Units are also available for 25-cycle operation.

The control is totally enclosed in a plug-in type casing which is interchangeable with existing mountings. A pole- or cross-arm-mounting is also available.

Tuttle & Bailey, Division of Allied Thermal Corp., New Britain, Conn. (Item 45)



Mud Flap Brackets

A contour mud flap bracket has been developed that allows truck and trailer operators to economically comply with the new Illinois mud flap law.

The mud flap brackets enable the operator to utilize existing mud flap equipment. The bracket is simple and can be installed on practically any trailer or straight truck. When the present flaps are secured to the brackets, they are transformed into legally required contour shape. The installation has been approved by the State of Illinois Department of Public Safety and Division of Highways.

The new regulation went into effect August 1, 1957 for all newly manufactured vehicles and will, on January 1 also apply to vehicles now in use operating in or through Illinois. The device can be quickly bolted or welded to almost any trailer or straight truck, utilizing present flaps. They provide a quick and low cost method of meeting this new legal requirement.

Fruehauf Trailer Co., 1091 Harper Avenue, Detroit, Mich. (Item 46)

Emergency Flasher Light

The "Radar-Flash" low cost, emergency light is designed for police cruisers, utility cruisers, trucks, etc.

The durable, new-type flasher unit is located inside the flasher housing for fullest protection. The heavy red lens with fresnel design boosts the flasher visibility to one mile. The battery will last for over 300,000 flashes, or 85 hours of continuous flashing. The unit can be hand carried and conveniently stored.

Burgess Battery Company, Freeport, Ill. (Item 47)

SAFETY PRODUCT LITERATURE

Safety Awards

Safe Driver Awards, Emblems, Plaques, and Pins, in many styles and sizes, are presented in a brochure available from Williams Jewelry and Manufacturing Co., 10 South Wabash Ave., Chicago 3, Illinois. Each item is pictured along with a complete description including sizes, components and prices.

For more details circle No. 81 on enclosed return postal card.

Back-Up-Alarm

A mechanically operated alarm for vehicles that is sounded when the vehicle is placed in reverse motion, is featured in this bulletin. An explanatory diagram of the unit, as well as installation instructions, are included. E. D. Bullard Co., 2680 Bridgeway Blvd., Sausalito, Calif.

For more details circle No. 82 on enclosed return postal card.

Two-Way Mobile Radio Equipment

General Electric's Communication Products Department has published a new brochure on two-way radio equipment available to both the technically-inclined and to those who are interested in appearance features. The booklet shows the wide range of equipment designed to fit individual needs based on present FCC rulings. It also tells how today's units are being engineered with future needs in mind, taking into consideration such factors as future FCC policies, which may affect both public and private radio systems. Included in the booklet are sections on "What's Inside the Case," power, frequency, band width, voltage, remote and repeater operations, and descriptions of cases, cabinets and mountings. General Electric Communication Products Department, Syracuse, N. Y.

For more details circle No. 83 on enclosed return postal card.

Traffic Control Devices

Catalog No. 754-T illustrates and describes stop signs, warning signs, directional symbols, advance warning, road conditions, crossings, zones, railroad, school, directional reflectorized and plate enameled signs. Also illustrated are reflective safety devices. Grote Manufacturing Co., Inc., Bellevue, Ky.

For more details circle No. 84 on enclosed return postal card.

Traffic Control Products

Catalog 65, contains illustrations and descriptive methods covering traffic and street name signs, both plain and reflectorized; reflective coating kits; reflective striping; reflective beads and various accessories. Also includes specifications; up-to-date price sheets, installations data and helpful tips on the use of the product. Cataphoto Corporation, Toledo 10, Ohio.

For more details circle No. 85 on enclosed return postal card.

Diesel Engines

The White Diesel Engine Division, White Motor Co., Springfield, Ohio, have released a bulletin #110, 12-pages, on Models 60 and 80 Superior stationary diesels. Includes illustrated construction features, dimension data, performance curves and specifications.

For more details circle No. 86 on enclosed return postal card.

Type ILH Ballasts for Mercury-Lamp Street Lighting

Bulletin GEC-1467 provides technical data on mercury-lamp operation, voltage dips constant-current transformer considerations. fusing, crest factor and regulator ballasts; discusses applications for various types of ILH ballasts, lists features of ballasts and accessories, and includes pricing information. General Electric Co., Schenectady 5, N. Y.

For more details circle No. 87 on enclosed return postal card.

Industrial Tires

A 36-page illustrated guide book explaining all phases of industrial tire use, and including specifications for all types of tires. Complete B. F. Goodrich line is described in detail as well as the use of each type. B. F. Goodrich Tire Co., Akron, Ohio.

For more details circle No. 88 on enclosed return postal card.

Dictograph

"Dictograph," a special brochure released by Dictograph Products, Inc., 9-25—149th St., Jamaica 35, New York, describes a new product which gives intercommunication between several persons at one time. The dictograph is stated to jump the switchboard—and—at the same time release the board from the burden of these calls, speed up outgoing calls and offers complete privacy of conversation. The Dictograph station unit carries a push button for every member of the linked group with each name listed beside it. Reception is by a loud speaker or hand set with some models permitting selection of either, as desired. Many variations and special features are described in this brochure.

For more details circle No. 89 on enclosed return postal card.

"Citizens' Emergency Call Box System"

Catalog features a new combination fire alarm box developed by the Gamewell Co., Newton Upper Falls, Mass., which can also function as a telephone for reporting public emergencies. It is designed to function as a "Citizens' Emergency Center" for complete community protection. Called the "Gamewell Combination System," the inherent safety, speed and positive identification features of the telegraph fire reporting system are retained, while providing an independent means for non-fire emergencies to be reported and described over special voice circuits connected to a switchboard at police headquarters or elsewhere.

For more details circle No. 90 on enclosed return postal card.

Resuscitators

Circular gives complete diagram of resuscitator, directions on how to use it, and instructions on when to use what type of resuscitation equipment. Has pictures and descriptions of manual artificial respiration, and a series of questions and answers designed to give complete information on problems that arise when using resuscitators. J. H. Emerson Co., 22 Cottage Park Ave., Cambridge 40, Mass.

For more details circle No. 91 on enclosed return postal card.

Portable Flasher Cautions Traffic

For instant emergency barricading on street and highway repair jobs, this new portable flasher, flashes either red or amber to slow down or stop traffic. It is operated by a 6-volt storage battery designed to operate up to 130 hours, furnishing a light intensity of 210 lumens. Bulletin gives full details. Save-A-Life Signal Sales Co., 929—35th St., Des Moines, Iowa.

For more details circle No. 92 on enclosed return postal card.

Car-Call Mobile Receivers

Literature describes a highly-sensitive crystal-controlled receiver, completely self-contained in a smart two-tone grey steel case, with squelch circuit to quiet receiver between calls and standby switch to reduce battery drain. This radio receiver is ideal for use in trucking, petroleum and public utility communication systems, for monitoring police and fire calls by auxiliary and volunteer personnel, civilian defense agencies, and government officials, or as an auxiliary receiver in two-way systems. The set comes available in AM or FM units, pre-set to any frequency in 30 to 50 megacycle band. Seeley Electronics, 1060 S. La Brea Ave., Los Angeles 19, Calif.

For more details circle No. 93 on enclosed return postal card.

Stabilize Unpaved Streets with Salt

Stabilizing on unpaved street with Morton Salt is your assurance that the street will stand up under the pounding of heavy traffic. The salt helps you get a smooth, durable, water-repellent surface that requires minimum maintenance. Booklet gives full details. Morton Salt Company, 120 South La Salle St., Chicago 3, Ill.

For more details circle No. 94 on enclosed return postal card.

Truck Safety Stair

Well-illustrated 4-page bulletin describes a retractable step to permit drivers and helpers to climb easily and safely in and out of over-the-road trucks, instead of having to jump from the back of the truck. E. D. Bullard Co., 2680 Bridgeway Blvd., Sausalito, Calif.

For more details circle No. 95 on enclosed return postal card.

Street-Name Signs

With the Tassco Tomcat, a street name sign of sturdy aluminum motorists get clearly visible traffic directions around-the-clock. These attractive, maintenance-free signs, are described and illustrated in Brochure #57. Traffice and Street Sign Co., 84 Foundry Street, Newark 5, N. J.

For more details circle No. 96 on enclosed return postal card.

From Page 56

improvement programs were being started or expanded.

Speed, *per se,* also came into attention, and in several states absolute, fixed speed limits replaced "reasonable and proper" limits.

Driver education advanced markedly. Half a dozen states launched new state-sponsored training programs for high school students and four others improved or extended programs already in effect.

There was significant advance, involving many states all told, in adoption of features of the Uniform Vehicle Code, and more states were exchanging reports of accidents and violations.

Rising attention was directed to the traffic courts, and one state abolished the fee system for the justice of the peace courts and provided for salaries instead.

Probably as important for permanent results as anything else, numerous states strengthened their administrative machinery for highway safety. For example, at least five set up coordinating committees of officials to provide overall direction for traffic safety. One initiated a department of public safety, another a public safety division in the highway department, and two more established independent motor vehicle departments. Several states reorganized or reactivated citizen support organizations.

Meantime, legislative councils or special legislative committees in various states began assigned studies of such factors as periodic examination of drivers, vehicle inspections, justice of the peace system, causes of accidents, and motor vehicle administration. Support was increased for safety research programs at certain of the state universities, and one state established a driver research testing center to study causes and frequency of accidents among various categories of drivers.

So much, in thumbnail sketch, on what has happened. I would say the record means that government *is* having some success on this nationwide problem of traffic safety.

But the job is never ending. The Governors' Conference knows that. At its 1957 annual meeting, at Williamsburg, Va., in June, it commended the Highway Safety Committee highly, hailed the forward strides that had resulted in legislation, administration and enforcement, and then declared—I quote here from its resolution—that "there still is most urgent need to reduce the carnage on streets and highways which, unless checked, will claim half a million lives during the next decade." The conference accordingly continued the Committee on Highway Safety, and added the request that with its other work it "seek to develop recommendations for legislation requiring safety design features to be incorporated as standard equipment on all new automobiles."

More to Come

There will be more contributions, and important ones, from the Governors' Conference and from its committee under Governor Ribicoff. There will be continued administration action, stemming from the governors' offices and the state executives working under them, to tighten enforcement, improve driver education, strengthen licensing and attend to other key aspects. As a result of the legislative interest engendered in 1957, and the legislative studies now under way, there will be more constructive legislation, next year and thereafter. And I am confident that through the efforts of leaders of the judiciary, the bar, the governors and the legislatures, we are going to make progress in the traffic courts.

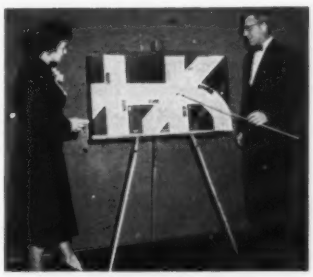
I don't think this confidence is misplaced. One of the reasons why I have it is the new climate of opinion about traffic safety that is now apparent. The National Safety Council has contributed greatly to it year after year. The Governors' Conference has contributed a great deal to it. The movement has spread rapidly at the community level, among officials and among citizen leaders.

One of the evidences of this new climate is a new direction of thought within the automobile industry itself, as indicated by its recent announcement that henceforth horsepower, speed and racing performance will not be emphasized in their advertising. This is an aspect on which governors had expressed much concern. The announcement of the manufacturers is important in itself. It is perhaps more important as a symbol of what's going on in public opinion.

Circle Item No. 8—Reader Service Card

MAGNETIC

"VIZ-U-LIZER"



Board consists of (3) interchangeable sections—14" x 22" each—Enables you to simulate various intersections. Back has replica of 4 lane highway and blackboard surface for special situations.

World-wide acceptance by driver education instructors, insurance adjusters, lawyers, magistrates and safety engineers.

Scale model vehicles and traffic equipment supplied.

For details write

SALES AID CO.
149 Grayson Ave.
Dept. P — Trenton 9, N. J.

Circle Item No. 9—Reader Service Card

VITAL! DAY or NIGHT emergency device

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"FLASH-GLO" — a Casualty Preventive!

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TOMORROW'S CAR?

From Page 21

rear, there is a strong metal partition or bulkhead between the trunk and passenger compartments of the car. This partition prevents tools, baggage and other heavy objects normally carried in the trunk from being hurled into the seating area.

Steering Wheel Banished

The ordinary steering wheel and steering post, which cause many serious injuries in automobile collisions, have been omitted. A guidance device which has a much lower injury potential is used instead. A control panel has been devised which the driver pulls back into his lap, where it latches into position. This curved control panel rests lightly against the lap and provides a safety restraint similar to that of a safety belt. Push button controls (flush with the panel) for driving the car are on this panel, all within fingertip reach.

In the new concept of steering developed for the Safety Car, steering power is supplied by hydraulic pressure. The driver could guide the car with the control handles as though he were steering a sled, using one hand or both. The arms and the hands are in a comfortable position, and no great motion is required for a full turn of the wheels. At normal driving speeds (over 25 mph), where only small wheel deflecting angles are required, the sensitivity would be about that of a normal steering gear. However the ratio decreases for the larger wheel deflective angles. The steering can be described as a variable ratio, variable force, and variable rate, full-hydraulic system.

A soft pad in front of the driver's chest gives additional protection from chest injuries. The parking brake and the ignition switch are mounted on either side of the instrument panel. The conventional brake and the accelerator are on the floor. All other controls, such as door handles, radio controls, heating and ventilating adjustments are located on the side of the driver's cockpit.

The instruments are placed well out of the range of the driver's head and are located just under the line of sight over the hood where they can be seen easily. The speedometer, the only navigational instrument of an automobile, is prominently displayed. All other instruments are operational instruments and need attention only if malfunctioning occurs. If malfunction does occur, a light panel, placed directly under the driver's line of vision, alerts him to the emergency. Because of this monitoring system, the driver's attention need not be unnecessarily diverted from the road.

Since carbon monoxide is a heavy gas which, breathed in even small quantities, reduces alertness, ventilating air should be collected from the highest possible level. The ventilating system of the Cornell-Liberty Safety Car efficiently and safely attacks this lethal hazard. Window ventilators are not used because of their head-injury potential. Instead, the air enters the car at the top of the windshield under the roof projection and is fed into the forward roll-over structure which acts as a plenum chamber to distribute fresh air into the car at the nose level and foot level of the front passengers. In winter, the air is conducted through an underseat heater. Air leaves the car through louvres above the rear seat armrests. The rear roll-over structure becomes a duct to discharge the air over the top of the rear glass. A slight positive pressure is thereby maintained to prevent infiltration of carbon monoxide gas and dust.

The windshield allows almost 180 degree clear vision, and being circular in a horizontal plane, gives no annoying distortion patterns. Furthermore, since it has been designed as the frustum of a cone, the windshield will be well out of the range of the head of any properly restrained front passenger. Almost all of the windshield and back glass can be wiped clean during a storm.

All front seats slide backward to allow easy entrance and exit. The seating arrangement provides convenient and safe places for short-haul storage of handbags and packages on the floor behind the front seats just inside the doors. Because these packages are stored low behind the structurally strong seats, no crash hazard is expected. The rear seat arrangement provides a convenient, safe and comfortable conversational grouping.

The first principle of safety in traffic is to drive carefully, with the car under as nearly perfect control as driving conditions will permit. The Cornell-Liberty Safety Car is an assembly of research design ideas to illustrate means of giving the passengers the best possible protection during the crash period of a traffic accident. These ideas, when improved upon and incorporated into production automobiles, may very well be the means of substantially reducing the ever-rising death and injury toll on our American highways.

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JANUARY, 1958

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A bullet for Charlemagne

THE thickset Caco general got slowly to his feet. Behind him, in the darkness, stood an ugly backdrop of a hundred Haitian outlaws. At his feet, a woman stirred a small fire.

Confronting him, the tattered young man in blackface disguise saw the fire gleam on his white silk shirt and pearl handled pistol and knew this was the murderous chieftain, Charlemagne Masena Peralte. The man he'd come for, through a jungle and a 1200-man encampment, past six hostile outposts, risking detection and certain death.

Charlemagne squinted across the fire. "Who is it?" he challenged in Creole.

There was no alternative; Marine Sergeant Herman Hanneken dropped his disguise, drew an automatic, and fired.

The night exploded into gunflame, most of it from Hanneken's second-in-command, Marine Corporal Button, and his handful of disguised Haitian gendarmes. But the shot that killed Charlemagne was the one which would finally end Caco terror and bring peace to Haiti.

Sergeant Hanneken is retired now—as Brigadier General Hanneken, USMC, with a Silver Star for Guadalcanal, a Legion of Merit for Peleliu, a Bronze Star for Cape Gloucester, a Gold Star, and a Navy Cross. And, for his incredible expedition against Charlemagne, November 1, 1919, the Medal of Honor.

The Herman Hannekens are a rare breed, it is true. Yet in all Americans there is much of the courage and character which they possess in such unusual abundance. Richer than gold, greater, even, than our material resources, it is the *living* wealth behind one of the world's soundest investments—United States Savings Bonds. It backs our country's guarantee: safety of principal up to any amount, and an assured rate of return. For real security, buy Bonds regularly, through your bank or the Payroll Savings Plan, and hold onto them!

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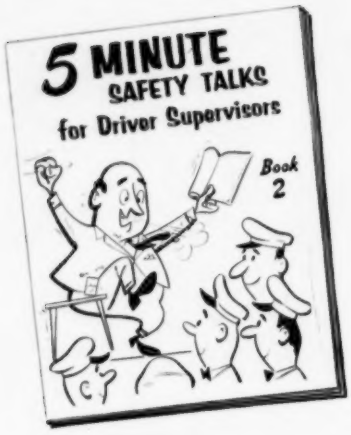

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There are still plenty of narrow highways that leave little room for "center stripe drivers." An aiming point helps you "know" where your right wheel is at all times.

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First Aid in Five Minutes
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Develop a mental disaster plan. No two situations are alike. But there are two principles that are practically axiomatic when faced with disaster.

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ABOUT THE AUTHOR:

These talks were prepared by Russell FitzPatrick, one of today's most colorful, original, and authoritative writers on the subject of driver selection, training and supervision, and the problems of motor fleet management. Now an independent consultant on fleet operations, FitzPatrick was on the faculty of Texas A. and M. College where he taught courses in fleet operation. He has appeared as an instructor on many fleet supervisor training courses throughout the country and has had wide practical experience in the field of fleet safety supervision.